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PUBLISHER'S BINDING

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 65 NEW YORK, U. S. A., MONDAY, OCTOBER 3, 1949 TEN CENTS

Claims Major-Independent Tie-Ups Legal

K-B's Brief Says Such Partnerships Permitted

WASHINGTON, Oct. 2.—Nothing in the anti-trust laws or the Supreme Court's Paramount decision make joint theatre ownerships by a major company and an independent exhibitor illegal *per se*, the K-B Amusement Co. told the U. S. Court of Appeals for the District of Columbia.

The company on Friday filed its appeal brief from District Judge Matthew McGuire's ruling that the contract between K-B and Stanley Co. was part of a conspiracy found

(*Continued on page 3*)

New MGM Air Show: Dietz to Be 'Host'

Loew's radio station WMGM, New York, will present a weekly series of hour-long "M-G-M Theatre of the Air" dramatic productions featuring Hollywood personalities in adaptations of M-G-M screen properties, beginning Oct. 14, it was announced by Bertram Lebhar, Jr., director of WMGM.

Howard Dietz, M-G-M vice-presi-

(*Continued on page 3*)

MGM Slates 11 for Release, 16 for Filming Before '50

Eleven pictures scheduled for national release during October, November and December, and 16 set to go into production during October and November is M-G-M's program.

William F. Rodgers

Of the eleven scheduled for release, three will be made available this month, four next month and four in December, distribution vice-president William F. Rodgers reports. These will make a total of 37 pictures released by the company during the current year, including one reissue, "The Wizard of Oz."

Ten pictures completed at the Cul-

(*Continued on page 3*)

Honan Joins Altec In Engineer's Post

Dr. E. M. Honan has joined the Altec Service and Altec Lansing Companies in the capacity of engineering manager, G. L. Carrington, president, announced. Honan's headquarters will be in Hollywood. He announced his retirement last Friday as engineering manager of the Electrical Research Products division of Western Electric.

Appeal on 'Curley' Ban in Court Today

Argument in the appeal by United Artists and Hal Roach of the Memphis Board of Censors' ban on the Hal Roach picture "Curley" will be heard today in the Tennessee Supreme Court, Knoxville. The Motion Picture Association of America is supporting the plaintiff's action and hopes to make it a test case on film censorship if it can be taken ultimately to the U. S. Supreme Court.

"Curley" was banned because it showed white and Negro children playing together in school.

Michigan Allied Opens Meet Today

DETROIT, Oct. 2.—Allied Theatres of Michigan will open a three-day convention here tomorrow at the Book Cadillac Hotel. First business session will be held Tuesday morning, with national Allied president William Ainsworth speaking at a luncheon to follow.

Abram Myers, national Allied chairman and counsel, will be the guest speaker at the Tuesday afternoon session, with Trueman Rembusch, Allied of Indiana president, speaking at the final session Wednesday morning. Joseph Uvick, president, will preside.

Grant DuMont Bid In Video Hearings

WASHINGTON, Oct. 2.—The Federal Communications Commission Friday granted the petition of Allen B. DuMont Laboratories to put on black-and-white television showings of all programs being broadcast in color by CBS and RCA during the Commission's current television hearings.

DuMont claims a side-by-side comparison of the two systems will show the superiority of black-and-white. The Commission asked CBS and RCA to submit in advance its demonstration program for this week.

Advance M-G-M Sales Meet to Oct. 13

M-G-M's sales conference at the Astor Hotel has been advanced from Oct. 17 to Oct. 13, it was announced at the weekend by William F. Rodgers, distribution vice-president.

Reason for the switch in dates is to permit the attendance of the company's 12 sales representatives who are scheduled to sail on Oct. 17 for conferences in Europe.

TOA Moves to Regulate Bids By Trade Code

Pinanski Names 17 to Meet With Distributors

With the naming by president Samuel Pinanski of a 17-man distributor-exhibitor relatons committee, Theatre Owners of America at the weekend took the first step toward translating into action the recommendations on trade practices made at the organization's annual convention last month in Los Angeles.

Samuel Pinanski

Bidding and availabilities will be the group's main targets, with the aim of regulating both by a trade practice code.

Pinanski appointed himself and the

(*Continued on page 3*)

May Liberalize Tax On Foreign Income

WASHINGTON, Oct. 2.—While Administration plans to liberalize tax laws on income earned abroad is not specifically designed to aid the film industry, there seems little doubt that the industry would benefit if Congress did pass such legislation.

The Administration is reported planning to lay its proposals before

(*Continued on page 3*)

State Dep't. Film Post to I. Frank

Washington, Oct. 2.—Isaiah Frank, a State Department expert on the Marshall Plan and European cooperation, has been selected as the Department's new film chief to succeed Merrill C. Gay.

Frank will be the fourth official to fill that post since George Canty left at the end of 1947. He has been in the Department's Commercial Policy Division for four years.

Court Action Probable In RKO-Reade Split-Up

Truces Keep 3 UK Studios Working

London, Oct. 2.—Projected general salary cuts at J. Arthur Rank's Denham and Pinewood studios, scheduled to become effective this week, have been suspended for two weeks pending discussions with the Technicians Association.

Meanwhile, production resumed at Elstree Studio on a conditional basis awaiting the outcome of discussions Wednesday between Associated British Pictures Corp. and Electrical Technicians Union.

Split-up of the RKO-Walter Reade Theatres joint operation of 11 houses in Trenton and New Brunswick, N. J., appears headed for the courts for the reason that RKO's offer to sell to or buy out Reade at $1,500,000 has been met with Reade's insistence that RKO sell its interests in the partnership for $300,000.

The wide variance in offer and counter-offer lies in the fact that RKO's proposition is based on its own estimate of market value of the circuit, while Reade contends that book value is to be the price paid to whichever partner wants to, or must, sell. In compliance with its consent decree in the industry anti-trust suit, RKO must dissolve its partnerships.

Actually, Reade owns only 25 per

(*Continued on page 3*)

Personal Mention

JESSE L. LASKY is in New York from Hollywood.

•

DOUGLAS RUSSELL-ROBERTS of M-G-M's London sales office, and ORTON H. HICKS, Loew's International 16mm director, are in Toronto.

•

GEORGE REIF has resigned as a Universal-International salesman at Albany, N. Y. It is understood he will join Paramount at Charlotte.

•

WILLIAM HEINEMAN, Eagle-Lion distribution vice-president, will leave here next weekend on his annual hunting trip in Montana.

•

JOSEPH WALSH, head of Paramount branch operations, has returned to New York from Cincinnati and Springfield, O.

•

BURTUS BISHOP, JR., M-G-M Midwestern sales manager, has returned to Chicago from a tour of company branches.

•

NATE LEVIN, Monogram Boston branch manager, and MRS. LEVIN, announce the birth of their second child, a boy.

•

CHARLES LAZARUS of the *Motion Picture Herald* staff left here Friday for a two weeks visit to Montreal and Ottawa.

•

SYD GROSS, Film Classics advertising-publicity head, returned to New York over the weekend from New Orleans.

•

SAMUEL SEIDELMAN, Eagle-Lion foreign sales chief, left here Saturday for a month's tour of the Caribbean territory.

•

HARRY M. POPKIN and SAMUEL H. STIEFEL, independent producers, will arrive here tomorrow from Hollywood.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity chief, left here Saturday for the Coast.

•

RUSSELL V. DOWNING, vice-president and treasurer of Radio City Music Hall, is vacationing in Canada.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, is in Seattle from Portland.

•

LEO SELIGMAN, Favorite Films treasurer, will leave here tomorow for Toronto.

•

COLIN MILLER, producer will arrive here today from the Coast.

•

WILLIAM DIETERLE will arrive here from Italy tomorrow.

Extend EL-SPG Pact

The Screen Publicists Guild contract with Eagle-Lion, which expired Sept. 26, has been extended 30 days. The extension agreement calls for retroactivity of all new provisions.

'G.I. Joe' Pulls More Second Time Around

Evidence of what William J. Heineman, Eagle Lion vice-president in charge of distribution, believes to be sharpened public interest in films of the late war was the company's experience with "The Story of G.I. Joe" in Youngstown, O., last week.

Picture had played the city previously and local exhibitors were reluctant to book it the second time around. E-L accordingly leased Warners' first run State, a 1,600-seat house, for $3,000 for a one-week engagement for the picture. House considers $4,000 an excellent gross. With the assistance of four veterans' organizations, "G.I. Joe" grossed over $6,000 for the seven-day period ending last weekend. Attendance was equivalent to 25 per cent of the city's population and well ahead of the first time the Lester Cowan picture was exhibited in Youngstown. Advance ticket sale indicates similar results for the film's next engagement, at Uniontown, Heineman reports.

Bolger Sues RKO on Dance Sequence Use

HOLLYWOOD, Oct. 2.—Ray Bolger, screen and stage dancer, has filed suit in Federal Court here against RKO, charging the studio with use of a dance sequence, made by Bolger eight years ago in "Four Jacks and a Jill," in "Make Mine Laughs." He is asking $75,000 damages and injunctive relief.

The suit is of interest to the industry due to possible precedental action under the Lanham Act and its possible effect on re-releases and use of picture properties for radio and television.

Monogram Sets Nine For Fall Release

HOLLYWOOD, Oct. 2.—Nine pictures will be released by Monogram at a three-a-month rate between now and the end of the year, Steve Broidy, president, has announced.

October releases are: "Black Midnight," "Western Renegades," "The Wolf Hunters"; November: "Riders of the Dusk," "Master Minds," "Lawless Code"; December: "Square Dance Katy," "Bomba on Panther Island," and "Roaring Guns."

Canadian Imports Up, Exports Drop

OTTAWA, Oct. 2.—Canadian government announces imports of films into this country advanced to $360,000 during June compared with $251,000 a year ago and reached a total of $1,971,000 in the first half of 1949, against $1,664,000 in the same period last year.

However, exports of films from Canada dropped to $377,000 in June compared with $386,000 a year ago and totalled only $1,887,000 in the first half of 1949, against $2,100,000 last year.

Brannan Services Today

Funeral services will be held here at 10 A.M. today for John F. (Jack) Brannan, Universal branch manager at Milwaukee, who died there suddenly Wednesday night, at St. Benedict's Church, Bruckner Blvd., the Bronx.

'Life With Riley' Telefilm Amuses

The first in producer Irving Brecher's film video series, "Life with Riley," shown to the press in advance of its debut next Tuesday evening over the NBC network, represents a good example of the production scope of motion picture fare which can be made exclusively for the medium with important commercial success.

The half-hour-long comedy, starring Jackie Gleason and Rosemary DeCamp, teems with evidences of strict budget limitations. The sets are few and modest, the characters confined to very narrow areas and, obviously, there were few if any retakes where there might have been.

Brecher's production, though, is a good one for television considering the dollars-and-cents difficulties. It is smooth enough, the performers appear to have been well rehearsed and show competence before the camera. And the dialogue provides a reasonable number of chuckles. It makes for a satisfying entertainment in a field where audiences are known not to be too demanding.

The plot material centers around Gleason's impending tonsillectomy which he considers to mean almost certain death. One rather aged but still sure-fire situation has him seeking the advice of the woman in the neighborhood who he thinks has just has her tonsils removed, but actually returned from the hospital with a new set of twins.

The series is being made on 35mm. film, at Filmtone Studios, Hollywood. On both ends and in the middle will be the commercials of the sponsor, the Pabst Brewing Co. Producer Brecher also did the "Life with Riley" radio series and produced the Universal International feature of the same title. Lanny Rees, Sid Tomack and John Brown are the other players.

GENE ARNEEL

Dividends Lower in Incomplete Report

WASHINGTON, Oct. 2.—Publicly reported cash dividends of film companies in August were sharply below August, 1948, again because there was no report of a dividend from Stanley Co., the Commerce Department reported today.

Commerce said only $511,000 was reported by industry firms for this August, compared to $7,716,000 last year. But Stanley, which in 1948 paid a $7,240,000 August dividend has not yet reported for this year. Similar situations occurred in February and May.

Commerce officials admit that due to this development their preliminary film dividend figures lose much of their significance.

Mrs. David Gould, 49

Mrs. David Gould, 49, wife of the former United Artists manager in the Philippines, died suddenly last Wednesday following a heart attack aboard the *S.S. President Monroe* en route to New York, the UA home office reports. The husband, who was with her on the boat, and two sons, Michael and Jay, survive.

Newsreel Parade

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THE Motion Picture Industry Council report and the meeting of the nation's defense chiefs mark current newsreel highlights. President Truman signing a trade bill, sports and fashions are included among other items. Complete contents follow:

MOVIETONE NEWS, No. 79—President Truman signs trade bill. Greek cross celebration. George Murphy reads Motion Picture Industry Council report. Navy in sea and air exercises. Fashions. Rodeo. Football. Acrobatics.

NEWS OF THE DAY, No. 209—Defense chiefs see Navy might. Motion Picture Industry Council reports to the public. Strange room at Princeton University. Jungle jive for African farmers. Football. Yogi acrobatics.

PARAMOUNT NEWS, No. 12—Football. Film industry pledges to guard freedom. Paris and New York fashions. Yogi gymnastics. Defense chiefs meet on carrier.

TELENEWS DIGEST, No. 39-B—Secretary Johnson checks Navy defenses. Cuban police raid student revolutionists. World youth congress in Hungary. Germany: Berlin prepares for fuel shortage. British Parliament meets on pound devaluation. President Truman signs trade bill. Duke and Duchess of Windsor vacation in Italy. New plastic house.

UNIVERSAL NEWSREEL, No. 287—Navy demonstrates power. Crooked room at Princeton University. U. S. sailors visit Spain. Motion Picture Industry Council pledges faith in democracy. Yogi acrobatics. Rodeo.

WARNER PATHE NEWS, No. 14—Chiefs of staff at naval demonstration. Church leaders hold convention. Gary Davis jailed. Architecture at Miami University. New parking garage. Princeton's room of horrors. George Murphy reads Motion Picture Industry Council creed. Children's orchestra. Yogi acrobatics. Rodeo.

UN Screening for Children's Short

A screening of Warner Pathe News' short, "For all the World's Children," will be held Wednesday for delegates to the United Nations at UN headquarters at Lake Success. English, French and Spanish sound tracks will run simultaneously.

The three-reel film depicts the work of the UN's International Children's Emergency Fund and is the result of the work of 10 camera crews shooting in 17 nations. It was produced by Warner Pathe as a public service, under the supervision of Sydney Morrell. Alfred Butterfield was writer-producer and William K. McClure was cameraman-director.

Set K.C. Orpheum Bow

KANSAS CITY, Oct. 2.—Fox Midwest will open its remodeled Orpheum Theatre here on Oct. 12, playing 20th Century-Fox's "I Was a Male War Bride." Admission prices will be 55 cents for matinees and 75 cents for evenings, an advance of 10 cents over other first-run houses here.

Dancers Tour Loew's

Ed Durlacher, square dance caller, and the "Roseanna McCoy" dancers will tour several Loew's theatres in New York and Yonkers this week. The dance team will appear as part of the stage attraction at the Capitol Theatre here Oct. 12 when the Samuel Goldwyn production released by RKO Radio starts its run.

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K-B Claims

(*Continued from page* 1)

illegal by the Supreme Court, and therefore could not be enforced in Federal courts.

K-B sued to force Stanley out of the jointly-operated MacArthur Theatre on terms provided in a January, 1946, contract, under which K-B would acquire the MacArthur on comparatively good terms. Stanley countered with a suit to dissolve the company and have its assets sold publicly. A third party, Kass Realty Co., entered the case asking the court to enforce another section of the contract under which the partners agreed to designate a site on which Kass was to build a new theatre for the partnership or to pay Kass $100,000.

Said Contract Illegal

McGuire dismissed all three suits on the ground that the basic contract was illegal. All three parties are appealing.

"The contracts between K-B and Stanley for the joint operation of the MacArthur Theatre were not illegal *per se,*" K-B said in its brief. "Nothing in the Sherman Anti-Trust Act nor in *U.S. v. Paramount* makes joint undertakings such as the MacArthur illegal *per se.* The reason divorcement was ordered by the Supreme Court was that joint ownership would afford opportunity to Warner Bros. and the other distributors 'to perpetuate the restraints of trade which the exhibitor defendants have inflicted on the industry.' There was no claim or finding that the independents, and in particular K-B, were parties to the nationwide restraints inflicted on the industry by Warner Bros. Furthermore, the doctrine of illegality will not be invoked where enforcement of a contract provision will aid in making effective the very public policy which the statute was designed to achieve."

Claim Step Sanctioned

K-B said that the only illegality in joint ownerships now was the continued participation by a major or their termination by a major acquiring the independent's interest. "A transfer of interest such as is sought in this action is not only legal but is one of the only two alternative means of dissolution which will be sanctioned under the opinion of the Supreme Court," it declared.

Kass also filed its brief Friday, declaring that if neither Stanley nor Warner is allowed to designate a site for a new theatre, the courts should order them to pay $100,000.

Stanley is expected to file its appeal late in the month. Argument and decision are expected early next year.

Production Drops To New Low of 23

HOLLYWOOD, Oct. 2.—The number of productions in work again dropped to a new low of 23 this week. Six new ones went before the cameras and eight were completed.

Started were: "Trail of the Rustlers," Columbia; "Never Fear," Independent; "The Reformer and the Redhead," M-G-M; "Bomba on Panther Island," Monogram; "Twilight in the Sierras," Republic; "Carriage Entrance," RKO Radio.

Completed were: "Rogues of Sherwood Forest," Columbia; "Guilty of Treason," Independent; "United States Mail," Paramount; "Pioneer Marshal," Republic; "Dynamite Trail," RKO Radio; "Cariboo Trail," 20th-Fox; "Champagne for Caesar," U.A.; "After Nightfall," Warners.

Asks FCC to Provide For Color Video Now

WASHINGTON, Oct. 2.—Development by the Radio Corp. of America of an all-electronic color television system enables the Federal Communications Commission to lift the television "freeze" immediately and allocate ultra-high frequency channels, with provision for color service on these same channels used in black-and-white television transmission, Dr. E. W. Engstrom, vice-president in charge of research, RCA Laboratories, declared at a hearing before the FCC here.

"We believe," said Dr. Engstrom, "that it is now clear that color television may be scheduled for six-megacycle channels, VHF as well as UHF, and that compatibility is assured. The Commission may lift the freeze with confidence and proceed with UHF allocations knowing that color will find its place as a broadcast service in an orderly fashion."

Para. TV System in B & K House Idle

CHICAGO, Oct. 2.—The Paramount intermediate television system installed at the Balaban and Katz flagship house, the Chicago, has been in idleness since its one experimental show last summer, and there are no concrete plans for a future scheduled show.

B. and K. executives have sought rights to several large scale sporting events, including the forthcoming World Series games, but costs in the latter instance were prohibitive. In another case, B. and K. was unable to obtain channel rights to last summer's Wolcott-Charles fight. It is understood that heads of B. and K. and WBKB, the circuit's privately-owned TV station, have different viewpoints on the type of format to be adopted for future tele-transcription shows at the Chicago. For the present, at least, a solution has not been reached.

Head-Hunting Film Due

What is said will be the first documentary feature on head-hunting will be produced by Lewis Cotlow and Julian Lesser. Picture, slated for release early in 1950, will be titled "Head-Hunters of the Amazon," Cotlow said, reporting that he shot recently over 50,000 feet of color film in Brazil's Amazon River territory.

First TV Cuts Grosses

KANSAS CITY, Oct. 2.—Theatre grosses dipped as much as 35 per cent last Thursday evening when Kansas City's new television station owned by the *Star* telecast the dinner for William Boyle, with President Truman as the main speaker. Regular TV programming does not get underway until Oct. 16.

Ad Accessories Up 15%

TORONTO, Oct. 2.—Because of devaluation and increased cost of production prices to exhibitors of advertising accessories will be raised 15 per cent by the major film distributing companies of the Dominion effective Oct. 8.

To Vote on Sunday Shows

COVINGTON, Tenn., Oct. 2.—November 8 is the date set by the local City Council for a vote on Sunday films in answer to a request by theatre operators for a referendum.

RKO-Reade Split

(*Continued from page* 1)

cent of the circuit. However, he controls the 25 per cent held by the Frank Storrs estate. RKO has the remaining 50 per cent.

About two years ago RKO offered to buy or sell at $1,600,000. The company since has lopped off $100,000 of what it considers market value of its interests. Deadline for the dissolution at present is Nov. 8. In the event an accord is not reached with Reade by that date, RKO probably would place the issue before the New York Federal court.

Meanwhile, still pending is RKO's request for more time to effect divorcement of its production-distribution branches from its exhibition branch and while the company feels a substantial extension of the present Nov. 8 deadline will be allowed, it had no official word from the Department of Justice at the weekend.

New MGM Air Shows

(*Continued from page* 1)

dent in charge of advertising-publicity, will serve as "host" on each program of the transcribed series which will be produced by Raymond Katz. Marx Loeb will direct, assisted by Edgar Small.

Numerous other independent stations in the U. S. and Canada will carry the programs.

Initial dramatization will be "Vacation From Marriage," starring Deborah Kerr. Subsequent programs scheduled include "Johnny Eager" starring Van Heflin; "The Canterville Ghost," Charles Laughton; "Shopworn Angel," Margaret Sullavan; "Married Bachelor," Burgess Meredith; "The Citadel," Fredric March and Florence Eldridge; "A Stranger in Town," Edward Arnold; "The Prizefighter and the Lady," John Garfield; "Anna Karenina," Marlene Dietrich; "The Youngest Profession," Margaret O'Brien, and "H. M. Pulham, Esq." with Brian Aherne.

MGM Slates

(*Continued from page* 1)

ver City studios have not yet been scheduled for release. Six others are in various stages of work. Of the 16 scheduled for production, nine will go before the cameras this month and the balance next month.

Realart Sales Staff Additions Make 85

Realart Pictures has increased its national sales staff from 70 to 85 in the past year, the company reported with the announcement that C. S. (Chan) Carpenter has been appointed branch manager-salesman in San Francisco. Carpenter has been variously a booker, salesman and office manager for Universal, Lippert and Film Classics.

Meanwhile, in Dallas, the exchange there owned and operated by John Franconi and Clair Hilgers has joined Realart as Realart Pictures of Texas. Dawson B. Smith has been appointed office manager.

Aims to Kill War Tax

WASHINGTON, Oct. 2.—Sen. Wayne B. Morse, Oregon Republican, included the repeal of the wartime increase in the admissions tax as one element of a general tax revision bill he introduced in the Senate on Friday.

TOA Moves

(*Continued from page* 1)

following to the committee which is expected to move immediately for conferences with distributor groups: Walter Reade, Jr., New York, chairman; Max Connett, Newton, Miss.; Harry Vinnicof, Los Angeles; E. Russell Hardwick, New Mexico; B. D. Cockrill, Denver; Sam Kirby, Little Rock; Arthur H. Lockwood, Boston; Leonard Goldenson, New York; Robert Wilby, Atlanta; S. H. Fabian, New York; Ted R. Gamble, New York; Lewen Pizor, Philadelphia; Sidney Lust, Washington; Albert Pickus, Stratford, Conn.; Tom Edwards, Farmington, Mo., and TOA executive director Gael Sullivan.

In announcing the appointments, Pinanski said he hoped an early meeting could be arranged between the committee and distributor groups to work out the exhibition problems cited by the TOA convention.

The convention approved a report recommending that competitive bidding be done through the form of sealed bids, with the definite provision that all terms and conditions of each bid be disclosed to bidders immediately after the award. Some distributor executives have indicated privately that they oppose such a provision.

The TOA distributor-exhibitor relations committee was authorized to devise and attempt to work out with the distributors a method to establish an arbitration tribunal for the airing of exhibitor-distributor complaints and grievances operating under a fair trade code covering industry disputes without the necessity of going to law.

The committee was instructed also to seek a "more practical pattern of availabilities" in its conference with distributor representatives. It was allowed that any new "pattern" could be subject to the approval of either the court or Department of Justice, and that the latter could be consulted on the development of a trade practice code.

May Liberalize Tax

(*Continued from page* 1)

Congress this week, the idea being to stimulate private investment abroad as part of the four-point program for developing "backward" areas.

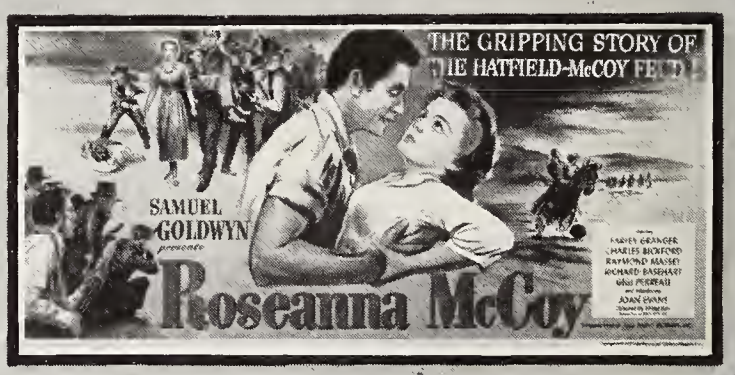
Among "liberalizations" being considered are easing of the limitations now imposed on the credit allowed for taxes paid to foreign countries and permission for domestic corporations to treat income from their branches and agencies abroad in the same manner that income from foreign subsidiaries is now treated. Income from foreign subsidiaries is not taxed until it is actually remitted, but income of branches and agencies is taxed when earned, even if frozen abroad.

Bolstad Heads Drive Against Ontario Tax

TORONTO, Oct. 2.—The first move in a campaign for a reduction of Ontario's 20 per cent amusement tax by the motion picture branch of the Toronto Board of Trade has been the election of R. W. Bolstad, vice-president of Famous Players-Canadian Corp., as chairman of the organization's tax committee. He replaces J. Earl Lawson, who is ill.

George H. Peters was named to the committee to represent Canadian Odeon, of which Lawson is president. The committee will draw up plans for consideration at a meeting on Nov. 8.

KEEP POSTING



"The motion picture good enough to sell itself has not yet been made."

Martin Quigley

NATIONAL *Screen* SERVICE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 66 NEW YORK, U. S. A., TUESDAY, OCTOBER 4, 1949 TEN CENTS

More Theatres Sign for World Series TV Pick-Ups

Large-screen theatre television will be given its most thorough-going test to date with the pick-ups of the World Series games starting tomorrow definitely set for the State-Lake, Chicago, in addition to the previously announced Fox, Brooklyn, and Pilgrim, Boston, and with others likely to join in the program before tomorrow's deadline.

However, yesterday in Washington the FCC, with Commissioner Sterling dissenting, refused permission for Comerford Publix Theatre Corp. to pick up the Series from the *Scranton Times* station for video showing in its Westside Theatre in Scranton. No reason was given.

Paramount has been negotiating for the Series rights for its showcase, the Paramount Theatre here, and a decision will be reached today.

Other houses in Milwaukee and Baltimore have shown interest in

(*Continued on page 3*)

See Move to Avert IMPPA Dissolution

HOLLYWOOD, Oct. 3.—An attempt to reinstitute negotiations between the Independent Motion Picture Producers Association and IATSE and the American Federation of Musicians on contracts covering services of sound men, camera men and studio musicians, may be made Tuesday or Wednesday.

IMPPA, which comprises some 45 independent producers not affiliated with the Association of Motion Picture Producers or the Society of Independent Motion Picture Producers, has threatened to dissolve itself unless the unions, now servicing IMPPA members temporarily under the terms of expired contracts, relax demands made in negotiations ended last week.

IMPPA's membership has voted Monogram's Barney Shapiro, chairman of the five-man committee, power to take the necessary steps for dissolution. I. E. Chadwick, IMPPA president since its formation in 1934, in a report on the impasse, recommended disbanding, with each independent to proceed on his own thereafter in negotiations. He suggested the individual companies would do best then to take their problems to the National Labor Relations Board.

Maas May Visit USSR On Forthcoming Trip

Irving A. Maas, vice-president and general manager of the Motion Picture Export Association, will depart from New York the latter part of this month for an extended visit to MPEA's Eastern Europe countries.

Presently included in Maas' itinerary are Poland, Czechoslovakia, Yugoslavia, Hungary, Bulgaria and Austria. Depending on further developments, the MPEA chief may include Soviet Russia in his junket, as well as Rumania where all efforts to obtain a visa have thus far failed.

MGM's 'Forsyte' for Command Showing

London, Oct. 3. — MGM's "Forsyte Saga" has been chosen for presentation at the Royal Command Performance at the Marble Arch Odeon Theatre here, Nov. 17.

The film is being released in the United States under the title "That Forsyte Woman."

4-A's Showdown in Video Split Today

The final showdown in the AFL talent unions' East-West split over the "Authority" proposed for administration of the television field is due to come today at a meeting here of the international board of the Associated Actors and Artistes of America.

The split between Screen Actors Guild and Screen Extras Guild on the one hand and the nine other AAAA-member unions on the other over the issue of film television control remained as wide yesterday as it

(*Continued on page 2*)

Pickford, Rogers in New Radio, TV Firm

Mary Pickford, Charles "Buddy" Rogers and radio producer Mal Boyd are underway with the formation of a new company to produce radio and television programs starring Miss Pickford and Rogers.

Rogers is now doing a half-hour radio program, "Pick a Date," five times weekly over American Broadcasting and will launch the "Buddy Rogers Showcase," to be heard over ABC Television on Wednesdays, 9 to 9:30 P.M., on Nov. 2. Miss Pickford, who will be in New York for several months, intends a once-weekly radio show in addition to a five-a-week series of 15-minute commentary programs.

British Prospecting In German Market

London, Oct. 3. — Spyros Skouras's recent prediction that Germany will become the world's third most important film mart bestirred British film men into prospecting there.

Sir Alexander Korda has set up an organization to take care of his interests there. J. Arthur Rank's Eagle Lion has been refurbishing its branch in the newly formed Western German Republic. Sir Philip Warter's A.B.P.C. has dispatched a pioneering mission to Germany consisting of C. J. Latta, William Moffat and Macgregor Scott.

Chicago Oriental's Lease in Dispute

CHICAGO, Oct. 3.—Court action appears inevitable over a lessee-lessor dispute in the case of the Oriental Theatre, currently under operation by the Essaness Theatre Circuit.

Lessor, the 32 W. Randolph Street Corp., has served notice to Essaness that it must cease operation of the house.

Essaness, represented by attorney Edwin Blackman, contends the circuit has a lease which expires in 1963. New operators would be the Booth Management Corp., headed by James

(*Continued on page 2*)

U. S. Agrees to Extend RKO Divorce Time

But Competitive Film Sales Must Start Nov. 8

The Department of Justice has consented to an application by RKO to the Statutory Court here for amendment of its consent decree extending to May 8, 1950, the time for completing its divorcement. The company, as a condition, will be required to begin selling its own theatres on the original divorcement date, Nov. 8 next, as though they were unaffiliated.

In announcing the D. of J.'s action, RKO president Ned E. Depinet said yesterday that "such an extension was essential to the solution of several

(*Continued on page 3*)

Defer Election of President for E-L

Eagle-Lion, assured of a supply of product covering the next four or five months, will have to have a broader future in prospect before steps will be taken to find a president for the company, which has been without an official chief executive since Arthur B. Krim resigned last spring, it was indicated yesterday.

Queried on possible plans for the

(*Continued on page 3*)

FIRST DECISION ON TRADE CODE IS UP TO DISTRIBUTION LAWYERS

FTC Told Bids Are 'Unfair, Deceptive'

Hollywood, Oct. 3. — Marco Wolff, president of South Side Theatres, has petitioned the Federal Trade Commission to investigate competitive bidding invitations sent him by RKO and Paramount and to which he declined to respond.

His letter to the FTC contends: "This method of procuring offers for pictures is an unfair method of competition and a deceptive trade practice" and its "purpose and effect is to exact excessive, monopoly prices for use of film."

Film distribution executives stated here yesterday that any plan for a trade practice code as proposed by the Theatre Owners of America would be subjected to full scrutiny by home office legal departments before its business advantages would be considered.

The sales officers said they have yet to receive any formal presentation of TOA's ideas on an exhibitor-distributor conclave for the purpose of mapping a code which in some way would regulate clearances and availabilities and govern competitive bidding procedures.

A TOA committee of 17 was appointed last week by president Sam Pinanski to carry out the program for the trade code as called for at the organization's convention in Los Angeles last month.

Home office distribution officials said

(*Continued on page 3*)

Personal Mention

A. A. WARD, Altec Service vice-president, is in New York from the Coast.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, will be a speaker at the annual convention of the MPTO of Arkansas, Tennessee and Mississippi, to be held at Memphis, Oct. 24-26.

•

GAEL SULLIVAN, Theatre Owners of America executive director, was in Washington yesterday from New York, and will be in St. Louis tomorrow.

•

JAY M. GOLDBERG has left Hollywood to join his father, LEE L. GOLDBERG, Realart franchise holder in Cincinnati and Indianapolis.

•

GARRETT VAN WAGNER, RKO comptroller, returned to his desk yesterday following a country-wide tour.

•

EDWARD GOLDEN, producer, will leave Hollywood today for New York.

•

JULES LEVEY left Hollywood yesterday by plane for New York.

Clift, Griffiths Due Here on F-C Talks

Sir Sidney Clift, prominent British exhibitor, and David E. Griffiths, president of the Kinematograph Renters Society (distributors), will arrive here today from England on the *Queen Elizabeth*.

Clift and Griffiths are among the new directors of International Film Renters, which holds Film Classics' British franchise. They will confer here with David H. Coplan, organizer of the group, and Joseph Bernhard, F-C president.

Warn Named Head Of Westrex Office

R. E. Warn, formerly chief of engineering for Westrex, has been appointed manager of the company's new Hollywood division, which has taken over the motion picture activities of the ERP division of Western Electric Co. Perry Shean, formerly of the Westrex engineering group in New York, has also been transferred to the Coast office.

To Address SMPE Lunch

Edward P. Curtis, Eastman Kodak vice-president, will be the principal speaker at the opening luncheon of the Society of Motion Picture Engineers 66th semi-annual convention, beginning Oct. 10 at the Hollywood Roosevelt Hotel, Hollywood.

Devaney on MGM Trip

William J. Devaney, Chicago branch manager, will join the M-G-M sales group to leave here on Oct. 17 for conferences in Europe in place of W. E. Banford, district manager. The latter recommended the switch because he had made a similar trip in 1938.

SRO Sales Executives To Meet Here Friday

Selznick Releasing Organization district sales managers, sales representatives and home office executives will meet Friday to discuss and set up selling and release plans for "The Fallen Idol" and "The Third Man," it was announced yesterday by Sidney G. Deneau, distribution vice-president.

Deneau will preside over the meeting which will be attended by the following: Leonard R. Case, SRO vice-president and treasurer; Robert M. Gillham, eastern advertising and publicity directors; Sol Edwards, New York special sales representative; Tom Duane, Boston; J. E. Fontaine, Washington; Leonard Mishkind, Cleveland; Harry Mandell, Chicago; R. R. Thompson, Kansas City; Alfred Delcambre, Dallas, and John T. Howard, Los Angeles.

Will Televise Drama Series on Location

National Broadcasting's WBNT, New York video outlet, will make "a bold move toward naturalism" with a new hour-long dramatic series to be televised live and on location in New York City beginning Oct. 25, according to Thomas B. McFadden, station manager. The first show in the "City at Midnight" series to be telecast will take place inside and outside a synagogue in downtown Manhattan, in the hallway of an apartment house, the exterior of a religious article shop, an optical store and the interior of a barroom. The production crew will comprise 25 persons under Lou Dahlman, executive director. Three directors will be employed in each production.

Rodgers to Testify In Drive-in Action

William F. Rodgers, M-G-M distribution vice-president, will leave here today for Chicago to testify tomorrow in the drive-in clearance suit brought by South Bend Auto Drive-in against the distributors. The plaintiff seeks to have his clearance of 30 days after South Bend first run reduced to 14 days.

Rodgers said here yesterday that M-G-M's current drive-in survey has not yet reached the point where conclusions on the competitive effects of the auto houses on conventional theatres could be drawn.

Davies Unopposed As SWG President

HOLLYWOOD, Oct. 3. — Valentine Davies is unopposed for the presidency of the Screen Writers' Guild on the list of nominations for the annual election, which was released at the weekend. Two or more candidates were nominated for each of two vice-presidencies, secretary, treasurer and 16 board members.

Extends TV Licenses

WASHINGTON, Oct. 3.—The Federal Communications Commission today granted extensions of Paramount's and 20th Century-Fox's special temporary licenses for experimental television relay stations in New York.

Sues for $450,000 On Upstate Lease

BUFFALO, Oct. 3.—Preliminary arguments have been presented in Batavia before Justice Robert E. Noonan in Supreme Court in a $450,000 litigation over the lease on the Rochester Shopping Center Theatre.

Charles V. Martina, Albion, operator of chain theatres in western New York, is the plaintiff. Defendants are Dipson Theatre interests of Batavia; Emil Muller, Rochester contractor; Lyell Shopping Center, Inc.; Emil Muller Construction Co., and Rellum Realty, of which Muller is president, and the Rochester Savings Bank, all of Rochester.

Martina alleges that he entered into an agreement with Muller to lease the theatre. He charges Dipson interests "induced, persuaded and enticed" Muller to violate the lease with the result they now operate the house, known as Dipson's Lyell.

Medina Wins Verdict In Schine Dispute

CLEVELAND, Oct. 3.—Re-assignment of the leases of the Temple and Medina theatres to the original lessee, Medina Temple Theatre Co. following the dissolution of Medina Princess Corp., was upheld in Cuyhoga County Court here by Judge A. V. Baumann.

The Schine circuit, formerly part-owner of the Medina Princess Corp., had asked that the leases be declared improper, that the theatres be offered for sale and that a receiver be appointed for the dissolved corporation.

The dispute resulted from inability of the two principals to agree on conditions for disposing of the Schine interests which it is required to relinquish under the provisions of its anti-trust consent decree with the government.

'Curley' Censor Case Delayed to Today

KNOXVILLE, Oct. 3.—The Supreme Court of Tennessee today postponed until tomorrow the industry's appeal from a Memphis court decision on action of the Memphis censors in banning the comedy "Curley." The hearing had been scheduled for today.

Plaintiffs charged the Memphis board of censors, headed by Lloyd T. Binford in August 1947, "illegally, arbitrarily or fraudulently" banned the film. Circuit Judge Floyd Henderson dismissed the plaintiffs' petition for a writ of certiori in January, 1948 ruling that both complainants are out-of-state corporations and are not local exhibitors.

Lazarus, MGM Salesman

Charles C. Lazarus, salesman for M-G-M, working out of the Detroit exchange, was killed on Sunday when a private plane in which he was a passenger crashed in Grand Rapids, Mich. Lazarus is survived by his widow and two sons, aged 11 and 6. Services will be held here today at Riverside Memorial Chapel.

4-A's Showdown

(*Continued from page 1*)

was before representatives of the Four-A's member unions met here last Thursday for the first of several days' parleys aimed at breaking the deadlock.

Reporting yesterday the persistence of the deadlock, an SAG spokesman indicated that his union is prepared to resist a possible board ruling that "Television Authority" embrace both live and film television. He declined to say whether "resistance" would include SAG-SEG's bolting the Four-A's, although it is held in some quarters that a decision against the Coast guilds may cause their withdrawal.

SAG is opposed to acceptance of the "Authority" on the contention that it would create a new union for actors in motion pictures, compel SAG members to pay dues to it and carry another card for the same work they are now doing. "It would create confusion and weaken our bargaining strength," complains SAG.

Chicago Oriental

(*Continued from page 1*)

Booth, theatre operator and former Essaness Booker, who made two futile attempts at the weekend to take possession of the house but was barred by the Essaness management.

Lessors, through the law firm of Bohrer, Blackman and Barkheusen, are charging Essaness with mismanagement of the house and have pending two suits against the circuit and its president, Edwin Silverman, over stock transactions.

The Oriental has been under Essaness operation since 1946, before which it was operated by Balaban & Katz, Jones, Linick and Schaeffer and a private corporation. The property has been the center of legal disputes over a period of years.

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In Person DEAN MARTIN and JERRY LEWIS
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20th CENTURY-FOX

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AND AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946.

Of MOTION PICTURE DAILY, published daily (except Saturdays, Sundays and holidays), at New York, New York, for October 1, 1949.

STATE OF NEW YORK } ss.:
COUNTY OF NEW YORK }

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared Theo. J. Sullivan, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the MOTION PICTURE DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly, or tri-weekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (embodied in section 537, Postal Laws and Regulations), printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, and Editor-in-Chief, Martin Quigley, 1270 Sixth Avenue, New York City; Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Managing Editor, Sherwin Kane, 1270 Sixth Avenue, New York City; Business Manager, Theo. J. Sullivan, 1270 Sixth Avenue, New York City.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given); Quigley Publishing Company, Inc., 1270 Sixth Avenue, New York City; Martin J. Quigley, 1270 Sixth Avenue, New York City; Gertrude S. Quigley, 1270 Sixth Avenue, New York City; Martin Quigley, Jr., 1270 Sixth Avenue, New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of the total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiants' full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 5,193. (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.)

(Signed) THEO. J. SULLIVAN,
Business Manager

Sworn to and subscribed before me this 27th day of September, 1949.

(SEAL) ROSE W. HORNSTEIN.

(My commission expires March 30, 1951.)

Reviews

"The Fallen Idol"

(Korda-SRO)

"THE FALLEN IDOL" is a fine and exciting film, produced with all the shadings and nuances of drama, suspense and dry humor with which the better British films have made their mark on the U. S. market. The film is also noteworthy for the sterling performance of Bobby Henrey who plays a sensitive, pensive boy enmeshed in an adult web of lies and intrigue. Carol Reed produced and directed the drama for Alexander Korda, and it is being released here by Selznick Releasing Organization. It can't fail to hit the jackpot in houses whose policy is playing the top British product. For other situations, the exploitation would have to be of a specialized nature, and word-of-mouth should take care of the rest.

However outstanding the picture is, there is one unfortunate aspect: a plot which is built around an illicit love affair between Ralph Richardson, a married man, and Michele Morgan, the former who is the butler, and the latter secretary at the French embassy in London. This angle is boldly handled, and though Richardson's wife is killed in an accident which for a while is suspected as murder, the lovers are painted in most sympathetic tones. This, naturally, makes the film's acceptability for family audiences questionable.

Young Henrey is the son of the ambassador who is left in the care of Richardson and his wife, Sonia Dresdel, a cold, cruel woman who continuously persecutes the boy. In the friendship that grows between the boy and Richardson, and later Miss Morgan, a web of lies engulfs the trio in trying to keep the "secret" from Richardson's wife. When she is accidentally killed the butler is first suspected of murder but the truth finally comes out for a happy fadeout.

Reed has imbued the production with wonderful qualities, the most important of which are a deliberate, almost plodding pace which builds up to an exciting climax. In addition, his bit players create wonderfully warm characterizations.

The acting is one of the bright spots of the film with Richardson and Miss Morgan shining in their respective parts while Sonia Dresdel creates a menacing quality characterization. The camera work is sharp and vivid.

Running time, 94 minutes. Adult audience classification. Set for November release.

"Masked Raiders"

(RKO Radio)

THE latest in the Tim Holt series, "Masked Raiders," has all the ingredients to make it acceptable to the Western fans. Holt is a member of the Texas Rangers, who with his partner Richard Martin, is sent to uncover a masked bandit, who steals from the rich to give to the poor. Holt finds the real villains, the town banker and former sheriff, and cleans up the whole mess without getting his hands too dirty.

There is the usual amount of hard riding and straight shooting, while Holt, Martin and Marjorie Lord, the girl who turns out to be the masked raider, perform their acting assignments in a routine manner.

Running time, 60 minutes. General audience classification. Set for October release.

"Down Dakota Way"

(Republic)

ROY ROGERS pits himself against the villainy of outlaws who would market diseased cattle for their own profit in Republic's "Down Dakota Way." The picture is in Trucolor and between the customary gunplay and fisticuffs there are ample interludes of song. Others on hand are Dale Evans, Pat Brady and the Riders of the Purple Sage. The picture stands up well in its category, as most Roy Rogers Westerns do.

The screenplay by John K. Butler and Sloan Nibley has a little more dramatic development than is usual for the Western. It centers on the plight of a little old school teacher whose adopted son has scorned the straight and narrow path to become the triggerman for the outlaws. Rogers not only devotes himself to the frail needs of the teacher, but also presses relentlessly after the outlaws till they finally are brought to conventional justice.

One of the picture's more lilting numbers, "Candy Kisses," is sung by Miss Evans and the Riders of the Purple Sage. Edward J. White was associate producer and William Witney directed.

Running time, 67 minutes. General audience classification. Release date, Sept. 9.

MANDEL HERBSTMAN

RKO Divorce

(*Continued from page* 1)

problems relating to the separation of our picture production and distribution from our theatre operating business." Depinet added that "in the judgment of the management and directors, the extension is in the interest of all stockholders and should enable commencement of the respective operations of the separated units under much more advantageous circumstances."

The D. of J. indicated in Washington yesterday that the stipulation will be sent to the New York court late this week.

RKO has six months more to divorce its theatres but as far as film licensing goes, it must start selling to them on Nov. 8 exactly as though they already were divorced, that is, theatre-by-theatre and competitively.

Trade Code

(*Continued from page* 1)

that "the courts have told us how to sell our product," adding, in effect, that any licensing procedures contravening the New York District court's and the U. S. Supreme Court's edicts on clearances and other practices are not likely to be forthcoming. However, some said that they would consider any proposed distributor-exhibitor accord on trade problems which first would have the approval of the Department of Justice.

Series TV Pick-ups

(*Continued from page* 1)

picking up the games and will advise Mutual Broadcasting, which has the television rights, of their decisions today.

The pick-up at the State-Lake, a Balaban and Katz house, will be unique in that only B. & K.'s Chicago Theatre has the equipment for large-screen television. Using Paramount's intermediate, photographic system, the Chicago will film the the games as they are televised and the films will be projected at the State-Lake about 20 minutes later. The State-Lake will boost its admission price to $1.25 for the showings.

President for E-L

(*Continued from page* 1)

naming of a new president, E-L. operations vice-president William C. MacMillan said there were none at this time.

It is expected that when the company's product prospects are further strengthened, a new president will be named from among E-L board members.

These include, in addition to Krim, Kenneth M. Young, R. W. Purcell, Robert S. Benjamin, C. W. Sharpe and William J. Heineman.

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"Indianapolis Goes For KENTUCKIAN!" (Indiana)

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"KENTUCKIAN Socko Philly!" (Stanton)

"KENTUCKIAN Way Out In Front New York!" (Mayfair)

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VOL. 66. NO. 67 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 5, 1949 TEN CENTS

ECA Advisors Would Select Future Films

Move Planned as Guide To Favorable Product

WASHINGTON, Oct. 4. — ECA is now attempting to form an advisory committee to recommend what motion pictures should receive information media dollar guarantees and advise ECA generally on its film program.

Purpose of the committee would be to insure that those films which do receive ECA guarantees are in keeping with our foreign policy and do not give an unfavorable picture of American life.

This would both guide ECA Administrator Hoffman in getting good

(*Continued on page 3*)

OK Series TV For Scranton

The Federal Communications Commission yesterday reversed itself on its Monday rejection of an application by Comerford Theatres to telecast the World Series to audiences in its Westside Theatre in Scranton, Pa.

No explanation was made by the FCC of either its refusal to grant permission for the telecast originally or its reversal of that decision 24 hours later.

However, in trade circles it was be-

(*Continued on page 6*)

6 Theatres to Show World Series Video

Six theatres have scheduled large-screen television pick-ups of the World Series, starting today, the number having been limited by the unavailability of equipment, and in one instance, at the Paramount here, by "business economics."

Numerous houses approached Mutual Broadcasting, which holds video rights, on programming the games but subsequently found receiver and projector apparatus is not to be had. The Paramount, doing good business with its current film-stage show, decided yesterday to skip the Series.

Theatres which will show the games are: Fox, Brooklyn; Pilgrim, Boston; Westside, Scranton; Great Lakes, Chicago, and the Oriental and Tower, Milwaukee.

Labor Chief Lauds U. S. Films Abroad

St. Paul, Oct. 4.—Irving Brown, European representative for the American Federation of Labor, said today that American motion pictures are "a vital and indispensable force in spreading American democracy abroad."

Addressing the A. F. of L.'s annual convention here, Brown said: "I have seen it demonstrated time and time again that American motion pictures are more popular with the masses of the people than films of any other nation."

20th-Fox Heads to Chicago Meeting

Second of a series of regional sales meetings being held by 20th Century-Fox will get under way tomorrow in Chicago with the arrival of a home office contingent headed by A. W. Smith, Jr., vice-president and general sales manager; vice-president Al Lichtman; Charles Einfeld, vice-president in charge of advertising-publicity; W. C. Gehring, assistant general sales manager, and Lem Jones, executive assistant to Smith.

Following the pattern of the first meeting held in New York last week, sales chiefs representing the Central, Midwest, Empire State and Southern Divisions will hear a presentation of national advertising plans for "Prince of Foxes," witness a screening of the Darryl F. Zanuck's "Pinky," and will conclude with a discussion of distribution plans for the remainder of the season. The meeting ends Friday.

Attending will be Central division manager Ray Moon, Midwest division manager Edwin Aaron, and branch managers Tom Gilliam, Joseph Rosen, I. J. Schmertz, Joe Lee, Tom McCleaster, Ralph Pielow, Jr., Joe Neger, Jack Lorentz, M. A. Levy, J. E. Scott, Gordon Halloran, C. B. Kosco and Phil Longdon.

TOA Code Unit Due To Meet in 2 Weeks

The 17-man Theatre Owners of America exhibitor-distributor relations committee appointed by organization president Samuel Pinanski is expected to meet in about two weeks to establish a line of approach preparatory to opening discussions with distributors aimed at the adoption of a trade practice code.

Reporting this yesterday, a TOA spokesman here added, however, that the holding of a meeting in two weeks is contingent on the amount of time Pinanski will be able to spare then. For the past several days the TOA chief has been taken away from his personal affairs in Boston by the serious illness of his brother, Judge Abraham Pinanski.

Tri-States Doubles Convention Period

MEMPHIS, Oct. 4.—Tri-State Theatre Owners, affiliated with the TOA, started out to hold a two-day convention in Memphis this month but one event after another has been added until it has grown to a four-day meeting. The convention will be held Oct.

(*Continued on page 6*)

Memphis Ban of 'Curley' Called 'Unconstitutional'

KNOXVILLE, Oct. 4. — Memphis' board of censors was accused today before the Tennessee Supreme Court of unconstitutionally banning a film showing white and Negro children in school together despite the fact that "Our Gang" comedies had played there for years.

Attorney Hamilton Little, representing Hal Roach Studios and United Artists, told the court that "Curley" is the same type of family film as "Our Gang" comedies. Little appeared in behalf of an appeal to the supreme court from a decision in a Memphis circuit court which upheld Memphis censors headed by Lloyd T. Binford who banned the film in 1947.

After more than two hours of argument, the court took the case under advisement.

The courts, Little said, have held that censorship of any kind may not be based on race or religion. He acknowledged, however, that the plaintiffs were proceeding on the assumption that Southern segregation laws are valid, but said there is no law preventing anyone from "agitating" legitimately against an idea. "The point here is whether one should have the right to disseminate the expression of ideas," he asserted.

Counsel for Binford denied he had banned the film from Memphis or that Binford was motivated by Southern segregation laws in "advising" against its showing.

New System of Arbitration Is Considered

Aim Is to Cut Costs of Present AAA Tribunals

A new system providing for the arbitration of exhibitor-distributor differences on clearance and run is being considered by major company attorneys as a means of cutting the costs now incurred in sponsorship of the film division of the American Arbitration Association.

For some time now various lawyers privately have expressed dissatisfaction with the idea of paying $25,000 per month for the continuance of the AAA film section, particularly in view of the fact that so very few exhibitors have called upon the association to process complaints in recent years.

Arbitration of disputes is looked

(*Continued on page 6*)

3-Day Para. Meeting Here

A three-day conference of Paramount division and branch managers and home office sales executives will be held here Friday through Sunday at the Hotel Plaza, it was announced yesterday by A. W. Schwalberg, sales vice-president.

The meeting has been called to formulate sales policies and merchandising of Cecil B. DeMille's "Samson and Delilah" and William Wyler's "The Heiress," as well as other

(*Continued on page 6*)

Cites Actors' 'Vet' Tours as 'PR' Aid

That Hollywood has not forgotten the wounded of World War II was emphasized here yesterday by actress Audrey Totter who, speaking for the film actors and actresses who are participating in the Veterans Hospital Camp Shows, pointed out also that industry public relations are being served importantly, though without fanfare, by these hospital visitors from Hollywood.

At a reception yesterday at the Hotel Plaza, sponsored by Veterans Hospital Camp Shows, Miss Totter reported that the organization currently is sending 20 units of professional performers on 28,000-mile tours around the country for visits with more than 100,000 veterans in hospitals located in 43 states.

Personal Mention

WILLIAM WYLER will address Yale's Department of Drama on Sunday.

•

NORTON V. RITCHEY, president of Monogram International, left here yesterday by plane for England and the Continent for a two-week study of the effects of foreign currency devaluations.

•

RICHARD MAIBAUM, Paramount producer, and MRS. MAIBAUM arrived here yesterday from Hollywood and will sail tomorrow for a vacation to France, Italy and Israel.

•

SAMUEL N. BURGER, Loew's International sales manager, will leave here Friday on a three months' tour which will take him to M-G-M offices in the Far East, Africa and Europe.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, returned to New York yesterday from Seattle.

•

VERA CASPARY, author, and I. G. GOLDSMITH, independent producer, will be married today in Los Angeles.

•

JAMES MULVEY, Samuel Goldwyn Productions president, left Hollywood yesterday by plane for New York.

•

RAOUL WALSH, Warner director, will leave here this week for England.

Olson Is Manager Of U.A. Exchange

Clarence Olson has been appointed branch manager of the United Artists Denver exchange, effective Oct. 10, succeeding Kenneth Mackaig, who recently resigned, it was announced by Fred M. Jack, UA's Western general sales manager.

Lewis Dons Old Uniform

Jerry Lewis, a one-time usher and doorman now making a personal appearance at the Paramount here with his partner, Dean Martin, will don his old uniform today and take his stand in front of the theatre's boxoffice. Lewis claims he can have traffic moving at an absolute standstill in exactly one minute.

Pleskow to Join U-I

Eric R. Pleskow, assistant general manager in Germany for the Motion Picture Export Association, will join Universal-International at the end of the year as assistant to Harry Novak, that company's general manager for Continental Europe with headquarters at Paris.

'Rome' Premiere Tonight

American premiere for "Under the Sun of Rome," Italian film released by United Artists, will be held at the Avenue Theatre here tonight. The Italian consul-general, Aldo M. Mazio, representatives of American-Italian societies and civic leaders will be among the first-night audience.

'U' to Set Campaigns For Next 4 Months

Promotional campaigns for Universal-International release during the November-February period, will be set at meetings at the studio called by David A. Lipton, U-I's national advertising-publicity director. Studio, home office and field representatives will attend.

Present will be Al Horwits, studio publicity director; Archie Herzoff, studio advertising manager; Henry A. Linet, Eastern advertising manager; Charles Simonelli, in charge of national exploitation; Phil Gerard, Eastern publiicty manager; Ben Katz, Midwest field representative of Chicago, and Cliff Brown, West Coast field representative of San Francisco. All will arrive in California Friday.

Screenings of "Francis," "Free for All," "Woman in Hiding," "East of Java," "Bagdad," "The Story of Molly X" and "Ma and Pa Kettle Go to Town," will be held. The campaigns will then be mapped for launching on a nationwide basis.

Chisholm, Fraser Top Canadian Producers

TORONTO, Oct. 4.—In preparation for its participation in J. J. Fitzgibbons' Canadian all-industry conference at Ottawa on Oct. 12-13, the Canadian Motion Picture Producers Association has ben reorganized with John Chisholm as president in succession to Frank O'Byrne, and Graeme Fraser the new secretary. Chisholm is Toronto branch manager of Associated Screen News and O'Byrne is general manager of Rank's Queensway Studios at New Toronto.

Denies Sale of S-G Atlanta Franchise

ATLANTA, Oct. 4.—John W. Mangham, veteran independent distributor in this territory, denies that he has sold his Screen Guild franchise to Robert L. Lippert, as announced by the latter's Hollywood office recently. He also states that he has Atlanta territory rights to Lippert Productions and Crestwood Productions for 1948-49 and has made no deal to relinquish such interests.

Lippert Releases Go To Three a Month

HOLLYWOOD, Oct. 4.—Lippert Productions will release three films monthly instead of the previous two beginning this month. Productionwise, October will be the busiest month in the company's history, with 10 features and four shorts going before the cameras.

Sawyer to Confer Here

U. S. Secretary of Commerce Sawyer is scheduled to confer in New York later this week with various businessmen, including film executives, on general employment prospects in this area. Harry Brandt, president of Independent Theatre Owners of New York, for one, has an appointment with Sawyer on Friday.

Baseball Hurts But 1st-Runs Survive; $75,000 for 'Pinky'

The high-tension baseball dramatics whipped up by the New York Yankees and the Brooklyn Dodgers cut deeply into the normal weekend matinee take of first-runs here as scores of thousands showed preference to the games either at the stadiums or through television and radio. Afternoon business during the period of the World Series starting today likewise is expected to be hit although, with extra thousands of sport addicts in town, a compensating boost in evening revenue is looked for.

Despite the drop in ticket sales while the Yankees and Dodgers were winding up the pennant races, income for the current week is good enough generally and, in at least one instance, outstanding. Without benefit of stage show support, "Pinky" at the 2,100-seat Rivoli is proving itself one of the most impressive box-office performers ever to tenant the house, within inches of the wartime record established when admission prices were higher. The film is likely to wind up its first week tonight with a phenomenal gross estimated at $75,000.

'Task Force' Strong

"Task Force", with a condensed version of "High Button Shoes" on stage is doing strong business at the Strand where the first week's take is figured at $70,000. At the Paramount, "My Friend Irma" with Dick Stabile's orchestra and Dean Martin and Jerry Lewis among others on stage did a very healthy first week's business of about $85,000.

"The Blue Lagoon" is on its way to a first week's gross of close to $13,500 at the Globe and this warrants holding for a second week. "Thieves' Highway" with Ed Sullivan and revue and an ice show on stage has an estimated $78,000 in prospect for a second week at the Roxy; the show brought about $92,000 in a big initial week.

At the Capitol, "That Midnight Kiss" with Gene Krupa's orchestra on stage probably will do about $49,000 in a wholly adequate second week. "Under Capricorn" with a stage presentation at the Music Hall will conclude a very mild fourth and final week tonight with about $105,000; it will be replaced today by "The Heiress."

'Spring' Fine at Trans Lux

"Spring in Park Lane" is doing very well at the Trans Lux where the second week's revenue is estimated at $9,700. Business for the 53rd week of "Hamlet" at the Park apparently will hit $7,000, which means a continuing nice profit. "The Red Shoes" still is doing robust business at the Bijou where $9,200 is likely for a 50th week.

"Jolson Sings Again" is dropping gradually, naturally, at the State but the estimated seventh week's gross of $27,000 still represents lofty income. "Sword in the Desert" has about $14,000 in view for a fair sixth week; will continue at the Criterion.

"Strange Bargain" and eight acts of vaudeville should give the Palace about $20,000 in a prosperous single-week's run. "The Fighting Kentuckian" might reach $11,000 in a mild third week at the Mayfair and will be followed on Saturday by "Ichabod and Mr. Crane." About $7,000 is in sight for a modest ninth week for "The Window" at the Victoria. "Lost Boundaries" in all likelihood will provide the Astor with $10,000 in a slow 10th week. "Quartet" is figured at $7,000 in a good 27th week at the Sutton.

Newsreel Parade

THE Yankees and the Dodgers are current newsreel highlights. Other items include the steel strike, President Truman's many activities, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 80—Steel strike. Gen. Marshall new Red Cross head. Veterans yield souvenir guns. Royal wedding in London. North Carolina tank maneuvers. Yanks and Dodgers win. Football.

NEWS OF THE DAY, No. 210—Yanks and Dodgers win. Democrats honor Chairman Boyle. President Truman turns artist's model. British Royal wedding. Football.

PARAMOUNT NEWS, No. 13—Yanks and Dodgers. Royal family goes to a wedding. Football.

TELENEWS DIGEST, No. 40-A—The strike front. Behind guerrilla lines in Greece. Last plane of Berlin Airlift takes off. Mexico celebrates independence day. Bedloes Island to get a "new Look." Yanks and Dodgers take pennants.

UNIVERSAL NEWSREEL, No. 288.—President Truman's busy week. Steel strike. Royal family goes to a wedding. Football.

WARNER PATHE NEWS, No. 15—Reds release American students in Germany. President Truman in Missouri. Steel strike. Royalty goes to a wedding. Shoe fashions. Football. Baseball. "DiMaggio Day."

New Canadian Reel Produced by Rank

TORONTO, Oct. 4.—Ontario theatres have a new topical weekly in the "JARO World News," produced by the J. Arthur Rank Organization of Canada as the Canadian version of Gaumont British News in the British Isles. Canadian negative footage is flown to England for processing and then flown back to the Dominion for day-and-date release with first-runs in London.

Banks' 1st for RKO

HOLLYWOOD, Oct. 4.—"Carriage Entrance," Polan Banks' initial production for RKO Radio release, is now in production. Robert Stevenson is directing.

GLOBE TICKET CO.
YEARS OF SAFETY— ACCURACY— PROTECTION PROMPT SERVICE
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WATKINS 9-1486

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Green Opposes AGVA Action Against AFM

President William Green of the American Federation of Labor told delegates to the AFL convention in St. Paul yesterday that action by the American Guild of Variety Artists in seeking an injunction against James C. Petrillo and the American Federation of Musicians was "indefensible," AFM spokesman reported here yesterday. Both unions are AFL affiliates.

The jurisdictional dispute between the two unions has threatened stage shows and vaudeville, since Petrillo has indicated he would "pull" musicians from theatres and other places of amusement unless AGVA accedes to his warning against assessing AFM members.

In New York a hearing on the application for a preliminary injunction has been set for Friday in State Supreme Court here.

Will Standardize 'TV' Film Rentals

With a blast at "demoralizing trade practices, that have aroused the ire of 'TV' film distributors," the National Television Film Council has begun a survey of video market areas to determine the correct proportion of film costs that should be allocated to television stations throughout the country.

A committee has been appointed by John H. Mitchell, sales manager of United Artists Television and chairman of NTFC's distribution committee, to recommend a method of standardization for film rentals. It is anticipated that the structure will use as its guide either the number of sets in the telecast area, station time charges, or both.

Says Unions Would 'Penalize' IMPPA

HOLLYWOOD, Oct. 4.—Contracts offered the Independent Motion Picture Producers Association by studio unions contained certain penalty clauses not present in major studio contracts, I. E. Chadwick, IMPPA president said here today, in clarifying his suggestion last week that IMPPA dissolve itself because of union demands.

These penalty clauses, Chadwick said, would mean that members of the IMPPA would be penalized, while dissolution of the IMPPA would free them to seek better individual pacts. Meanwhile, work continues under the expired contract, with no deadline set by either side on negotiations.

525 Bookings for 'Father' in a Week

Launching of an "All-American Premiere" contest in connection with "Father Was a Fullback" has given the picture a record total of 525 bookings throughout the country, it was announced by A. W. Smith, sales vice-president of 20th Century-Fox. The contest began last Wednesday and will close on Dec. 4.

Acquire 'Shamed' Rights

Arthur H. Canton and Sanford Weiner, currently releasing "Outcry" in association with Jack Ellis, have acquired U. S. distribution rights for "Shamed," Italian importation. It will have its American premiere here Oct. 12 at the Stanley Theatre. Other acquisitions will be announced shortly.

D. of J. Hits Appeal Of Lawson, Trumbo

WASHINGTON, Oct. 4.—The Department of Justice appeared today before the U. S. Supreme Court to oppose the petition for that court's review of the contempt of Congress conviction of screen writers John Howard Lawson and Dalton Trumbo who were cited for refusing to answer questions of the House Un-American Activities Committee in its 1947 investigation of Communism in Hollywood.

The government made only one reservation to its statement that a lower court was correct in upholding the conviction and that the decision should not be reviewed by the high court. This reservation pointed out that Lawson and Trumbo, among other things, challenged the legality of Federal workers serving on their jury. The high court has agreed to rule on this question in another case, involving Eugene Dennis, the Justice Department said, and therefore the Lawson-Trumbo appeals would rest on that decision.

Hold FTC Complaint On Bids Is Invalid

HOLLYWOOD, Oct. 4.—Marco Wolff's complaint filed with the Federal Trade Commission on the "unfairness" of competitive bidding stems from the inability of his Rio Theatre, on the fringes of Inglewood, to qualify for Inglewood first-run, according to distribution spokesmen. They said experience has shown that a prior run for the Rio is no more justified than his FTC complaint.

In endeavoring to substantiate this, film company representatives said that Paramount licensed "The Paleface" to the Rio on day and date with Inglewood first-run, that the latter was hurt by the simultaneous booking, proving substantial competition, and that the Rio grossed only about one-half of the amount normally expected on the run and for a picture of the type.

Refinance Film Center Bldg. Here

Refinancing of the Film Center Building here has been announced by Samuel Kronsky Co., broker, with a $2,200,000 mortgage replaced by a first mortgage for $1,500,000 issued by Prudential Insurance Co. for 15 years. Former bondholders are receiving payment in full, plus accrued interest, according to the broker.

Among the tenants of the 13-story building are branches of M-G-M, RKO Radio, Paramount, Universal and National Screen.

11 on Engel's Schedule

HOLLYWOOD, Oct. 4.—With one picture now before cameras in England, 20th Century-Fox producer Sam Engel currently is supervising 10 high-budget productions. Now being readied for early starting are: "The Foreign Service Story," "Royal Canadian Mounted Police Story," "21 Bow Street," "The Jackpot," "International Criminal Police Story," "Ransom," "FBI of Horse Racing," "Fire," "Accustomed As I Am," and "Spare the Rod." Some titles are tentative. Total of 12 writers are working on scripts. The producer also has "Night and the City" being filmed in London, with Gene Tierney and Richard Widmark.

Unfreeze $1,200,000 Of Blocked Funds

Washington, Oct. 4.—The Colombian Government has made provision for film companies to remit over the next five years the $1,200,000 blocked in Colombia prior to May 20, 1949, the U. S. Commerce Department reported.

The Department said that a new regulation also will permit remitting of about 60 per cent of current earnings. The blocked earnings plan was suggested by the governmental Office of Exchange Control and was accepted by the film companies.

Sees Devaluing Not Affecting Exhibition

Devaluation will not affect British exhibition whatsoever, David E. Griffiths, president of the Kinematograph Renters Society, asserted here yesterday on his arrival on the *S.S. Queen Elizabeth* from London. He said it was more a problem for distributors.

Griffiths declined comment in general, saying he was here "to meet people" and that he had little to say. He pointed out that U.K. exhibition business at the moment "was up." He said that in June and July it had fallen off 20 to 25 per cent as compared to the same period last year. In August and September of this year, "business was very satisfactory."

Griffiths is a director of International Film Renters, which holds Film Classics' British franchise.

Sir Sidney Clift Picks Dodgers to Win Series

With a haughty but persistent sweep of his arm, Sir Sidney Clift, prominent British exhibitor, spurned industry questions put to him yesterday by trade reporters on his arrival on the *SS Queen Elizabeth*.

Sir Sidney was a little more voluble about baseball. He said he didn't think too much about American baseball because "players here have to wear gloves to catch balls." He pointed out that cricket players in England have little use for protective gloves. Sir Sidney ventured, however, that "the Dodgers would win."

Sir Sidney, a director of International Film Renters, which holds Film Classics' British franchise, was preceded here by reports from London that he would confer with David H. Coplan, organizer of that group, and Joseph Bernhard, F-C president.

U-I's 'Abandoned' Bows

DETROIT, Oct. 4.—Universal-International's "Abandoned" had its world premiere at the Downtown Theatre here tonight under the sponsorship of the *Detroit Times* for the benefit of the Salvation Army's Booth Memorial Hospital Fund. The opening was preceded by a parade headed by Salvation Army units. Gale Storm and Meg Randall, players of the film, aided in the promotional campaign and made personal appearances at the theatre. Miss Storm is scheduled to move on to New York, Philadelphia and Boston to aid in the promotion of the film there.

Yugoslavia to Raise U. S. Importations

Strained political relations between Soviet Russia and Yugoslavia and the consequent improvement in relations between the latter and the U. S. are expected to result in a substantial increase in the number of American films imported by Marshal Tito.

Under the present Johnston-Tito film agreement there are but three U. S. features that have yet to be released in Yugoslavia out of the 25 originally stipulated in the pact. That country is slated to be one of the first which Motion Picture Export Association vice-president Irving A. Maas will visit on his forthcoming fall-winter tour of Eastern Europe. It is held likely that he will return with a new agreement containing widened advantages for Hollywood product.

ECA Advisers

(*Continued from page 1*)

films distributed in Marshall Plan areas, and also protect ECA from attacks by critics of ECA and of the film industry, charging that ECA is wasting taxpayers money to support unimportant Hollywood productions.

Formation of this committee is delaying ECA action on MPEA's request for a $1,066,000 guarantee for operations in Germany during the last five months of 1949, and is also delaying action on various applications for film guarantees after Jan. 1.

It is possible that ECA may enter some interim arrangement on the MPEA contract for current distribution, since it has run into unusual delays in getting the advisory committee formed. ECA is trying to keep the group small—three to five and to include one industry representative. It is here that it is running into the most difficulty—getting someone acceptable to all producer-distributor groups. The other members, under present ECA plans, would not be government officials but rather distinguished non-government leaders.

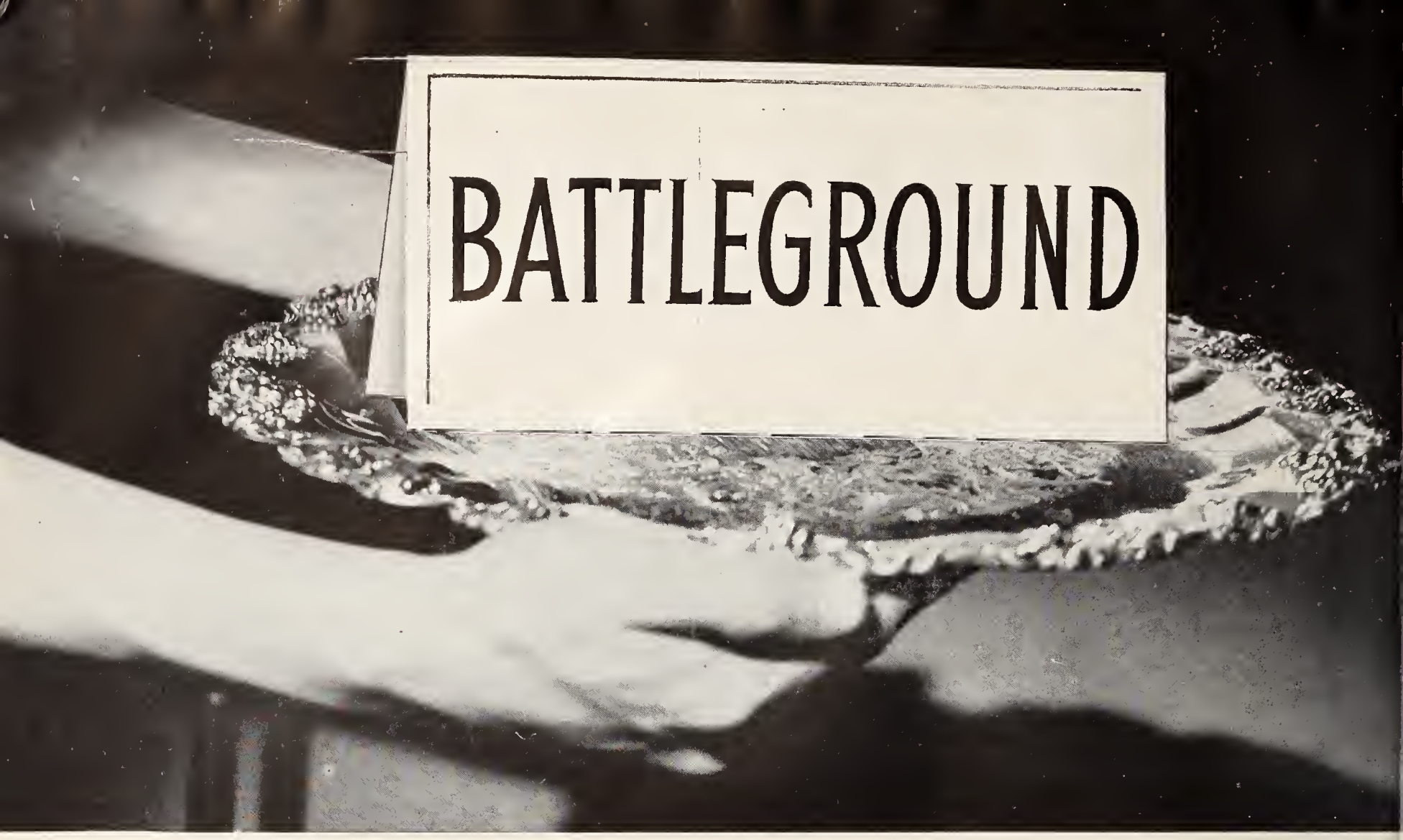
Quincy Howe as head of the National Board of Review of Motion Pictures seems almost certain to be named, and ECA is now scanning a list of about 12 other names.

Need for the advisory committee has developed since the Army gave up its control over these activities in Germany and Austria. The Army had been exercising supervision over film contents under the ECA guarantee program. ECA feels some other group should now take over this function, especially since there seems to be an indication of growing criticism of the film guarantee program. Sen. Langer in his recent attack on the industry in the Senate laid much stress on alleged abuses in this program.

ECA believes that it will be in a much better position to defend its record if it can say, "these films were all approved by this non-partisan committee."

Dieterle Says Costs In Italy 40% Less

Production costs in Italy are about 40 per cent less than here, William Dieterle, producer-director, asserted here yesterday on his arrival on the *S.S. Queen Elizabeth*. While there Dieterle shot background material for "September," a Hal Wallis Production, and completed "Volcano," the latter to be released here by Motion Pictures Sales Corp.



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"A remarkable picture with terrific emotional impact, relieved by choice comedy. A masterpiece. One of the outstanding attractions of the year." —BOXOFFICE

"The picture for which the industry and the public have been waiting. Loaded with exploitation ammunition, a natural boxoffice winner. Only William Wellman could have directed it." —HOLLYWOOD REPORTER

(continued)

"The cutting humor of 'What Price Glory,' the eloquence of 'Journey's End,' the pathos of 'All Quiet on the Western Front,' the adventure of 'Hell's Angels,' the sentiment of 'The Big Parade' have all been combined in this truly extraordinary celluloid achievement. Dore Schary rates a vote of thanks from every industryite."

—DAILY VARIETY

"Here is the big film of the war made since the firing ceased. Hard-hitting, realistic and dramatic."

—MOTION PICTURE DAILY

"From the studio that made the unforgettable 'Big Parade' comes an equally unforgettable 'BATTLEGROUND.' Bold, brash, bawdy, frank, the script furnished by Robert Pirosh is stacked with incident."

—FILM DAILY

"Far and away THE picture of World War II. It will thrill men and women alike. The campaign being put behind it by M-G-M, probably the company's strongest in years, should insure top grosses in all situations."

—SHOWMEN'S TRADE REVIEW

"Topnotch! Crammed with suspense, comedy, melodrama and everything needed to make it potent at the boxoffice."

—THE EXHIBITOR

"The first great picture to come out of Hollywood treating World War II. A memorable motion picture emerges as a super entry."

—VARIETY *Weekly*

M-G-M presents

"BATTLEGROUND"

starring

VAN JOHNSON · JOHN HODIAK · RICARDO MONTALBAN · GEORGE MURPHY

with **MARSHALL THOMPSON · JEROME COURTLAND · DON TAYLOR · BRUCE COWLING · JAMES WHITMORE**
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RICHARD JAECKEL · JIM ARNESS · SCOTTY BECKETT · BRETT KING

Story and Screenplay by **ROBERT PIROSH**, Associate Producer

Directed by **WILLIAM A. WELLMAN** · Produced by **DORE SCHARY**

A METRO-GOLDWYN-MAYER PICTURE

Comerford

(*Continued from page* 1)

lieved that the Comerford situation was unique in that FCC approval was required to set up a special temporary micro-wave relay link between the Scranton *Times* station and the theatre. It was surmised that the FCC may have misunderstood the intent of the application and reversed itself upon receiving a fuller delineation yesterday of the uniqueness of the Comerford petition.

The Comerford theatre will offer the World Series telecast to patrons at regular admission prices and, in addition, will donate the box-office receipts to some local charity, such as the Community Chest. The theatre will use RCA large screen equipment, which already had been installed. Comerford's principal interest in staging the telecast is in its experimental value.

TV Series for N. Y. Variety

A special DuMont television receiver has been installed in the Hotel Astor headquarters of New York Variety Club and will be operative today for the first time with a pickup of the World Series opening game.

3-Day Para. Meeting

(*Continued from page* 1)

product which has been set for release up until the end of the year, including "My Friend Irma," "Song of Surrender," "Chicago Deadline," "Red, Hot and Blue," and "The Great Lover."

In addition to Schwalberg, the following home office executives will attend: Barney Balaban, Adolph Zukor, E. K. (Ted) O'Shea, Oscar Morgan, Joseph Walsh, Monroe Goodman, Fred Leroy, Max E. Youngstein, Jerry Pickman, Mort Nathanson, Sid Blumenstock and Sid Mesibov. Y. Frank Freeman, production vice president in Hollywood, will also attend.

Division managers participating will include Hugh Owen, H. H. Goldstein, J. J. Donahue, M. R. Clark, G. A. Smith, Gordon Lightstone and A. M. Kane.

Branch managers attending will include Henry Randel, Myron Sattler, Edward Maloney, Clyde Goodson, John Moore, Maurice Simon, A. H. Duren, William Holliday, Henry Germaine, Gordon Bradley, Saul Frifield, J. J. Grady, H. E. Stuckey, Ulrik F. Smith, D. Kimelman, Albert C. Benson, J. H. Stevens, Donald R. Hicks, G. R. Frank, J. T. McBride, Ben Blotcky, Marion Anderson, Heywood Simmons, Harry Hamburg, L. W. McClintock, C. H. Weaver, Harry Haas, Alfred R. Taylor, Ward Pennington, Wayne Thiriot, F. H. Smith, H. Neal East and H. Haustein.

Review

"Abandoned"

(Universal-International)

THE standard framework of the detective melodrama has been effectively employed by producer Jerry Bresler in constructing this cinematic "expose" of the black market in babies. Promotion-conscious exhibitors will recognize immediately the potent exploitation possibilities in the theme. Racketeering in adoptions has been making headlines, so it can be expected with reasonable certainty that "Abandoned" will rack up substantial grosses in every situation where intelligent showmanship is put to work.

Dennis O'Keefe and Gale Storm are co-starred in roles that suit well their talents and personalities. He plays a city hall newspaper reporter bent on exposing and breaking the racket that takes advantage of the predicament of unwed motherhood; she is cast as a smalltown girl who comes to the big city in search of her missing sister. The two join forces, and it is soon learned that the missing girl had been exploited and murdered by operators of a babies black market. At the head of the syndicate is Marjorie Rambeau whose cold calculation spares neither those whom she exploits nor the shady characters in her employ. The latter include a crooked private detective (Raymond Burr) whose apprehensions about O'Keefe's probings mark him, Burr, for death at the strangling hands of henchman Mike Mazurki. Will Kuluva plays Miss Rambeau's sinister underworld partner who ultimately winds up on the losing end of a gun battle with O'Keefe and district attorney Jeff Chandler.

Production values are slick, Joe Newman's direction is well paced and the photography is good. Cast also includes Meg Randall, Jeanette Nolan, David Clarke and others.

Running time, 79 minutes. Adult audience classification. For October release.

CHARLES L. FRANKE

Arbitration System

(*Continued from page* 1)

upon with favor by legal and distribution spokesmen but the general feeling was that a system less expensive than the present one would be highly desirable. Whether the new method being thought about would still be within the framework of the AAA, but of less elaborate structure, was not disclosed. At present, it was said, the benefits derived from the AAA procedures are far exceeded by the costs.

Tri-States

(*Continued from page* 1)

17-20 at the Hotel Gayoso in Memphis. Around 500 exhibitors are expected.

Governors Browning of Tennessee, McMath of Arkansas and Wright of Mississippi have been invited, also U. S. Senators K. D. McKellar and Estes Kefauver of Tennessee and William Fulbright of Arkansas and Congressmen Clifford Davis and Jere Cooper of Tennessee.

Sam Pinanski, Boston, TOA president; Arthur Lockwood, Boston, TOA board chairman, and Ted Gamble are among the speakers.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 68 NEW YORK, U. S. A., THURSDAY, OCTOBER 6, 1949 TEN CENTS

Government Says:

RKO Divorce Delayed for 'Two Reasons'

To Meet Competition And Get Equal 'Break'

The Department of Justice had two reasons for agreeing to RKO's request for a six-months extension of its divorcement deadline, it was learned yesterday.

One was RKO's contention that extra time was needed to put its distribution company in shape to compete with other distributors. The other was that in the government's proposed decree for Loew's, Warners and 20th Century-Fox, the government is willing to give 18 months for divorcement, and it

(*Continued on page* 4)

20th Reports New Records

Sales records for the first five weeks of 20th Century-Fox's branch managers' testimonial campaign reached an all-time company high, it was disclosed here yesterday by Andy W. Smith, Jr., sales vice-president, as he prepared to leave for Chicago to hold the second of a series of regional sales meetings.

More business was done in the period from Aug. 28 to Oct. 1 than at any other time in the company's history, it was said.

During the five-week period ended last Saturday, 52 branch records were broken, while in the seven-day period ending on Oct. 1, 14,872 theatres

(*Continued on page* 4)

Petrillo, Film Heads Confer on TV Today

More than 50 film industry and advertising agency executives will confer today with American Federation of Musicians president James C. Petrillo at the latter's office here on the subject of television film production and its bearing on the employment of instrumentalists.

The meeting, suggested by Petrillo, will not be a parley for negotiations but is intended by the AFM head to result in an exchange of information.

Columbia's '49 Net Increases; Tops a Million

Columbia reported yesterday a net profit of $1,007,000 for the fiscal year ended last June 30, nearly double the $565,000 reported for the previous year.

Earnings per share of common stock more than doubled, with $1.08 reported for this year, against 40 cents in the previous year.

Profit before taxes in 1948-49 totalled $1,507,000, compared to $1,205,000 reported for the previous 52 weeks. Provision for taxes last year was $500,000, against $640,000 set aside in the year before.

Comparative earnings per share of common after preferred stock dividends were calculated on 654,311 shares of common which were outstanding at the end of both periods.

Minority Stockholder Loses Para. Suit

The Appellate Division in New York has decided that stockholders who refused to vote in favor of Paramount's plan of reorganization are not entitled to have their stock appraised. The decision was handed down in a suit brought by Sol Kokol, owner of 300 shares of Paramount common.

The consent decree judgment entered against Paramount last March provided that it was not to take effect unless approved by Paramount's stockholders. At a stockholders' meeting, held last April, over 78 per cent of

(*Continued on page* 4)

First World Series Game on Theatre Video Showed:

No capacity attendance at either advanced or regular admission scales.

Greatly better patronage than at comparable theatres which did not offer the first game on television.

Good technical reception even in remote pickup areas.

Good audience reaction.

AMPA's Dissolution Debated; Vote Due

Varying viewpoints having been expressed by Associated Motion Picture Advertisers' board members and trustees on the question as to whether the 33-year-old organization of industry advertising, publicity and trade press personnel should terminate its existence, AMPA president Max E. Youngstein has asked all members to state their positions on the issue.

"If it is your opinion," Youngstein has written to the members, "that the AMPA should go out of existence, would you favor its absorption by the New York Variety Tent No. 35? We believe that we can get the New York Variety unit to waive all initiation fees for AMPA members." Youngstein was the only AMPA president to be elected to two successive terms.

Two years ago there was a movement among some AMPA members to dissolve the organization, but those in favor were a minority.

SAG May Quit Four-A's And Unite With IATSE

The international board of the Associated Actors and Artistes of America yesterday deferred indefinitely voting on the "Television Authority" proposal which has met with vigorous opposition from the Screen Actors Guild.

Simultaneously yesterday, SAG warned the Eastern talent unions in the Four-A's that the right is being reserved to ask the SAG membership to instruct the Guild's board as to whether it should continue as a branch of the Four-A's.

The Guild warned too that it would make "whatever alliances it deems necessary to defend the rights of its members in the field of motion pictures." Whether this meant that SAG would apply for membership in the IATSE could not be determined officially, but it was held to mean just that by some in industry labor circles.

Through its public relations director, Buck Harris, SAG asserted yesterday that "it would be most unjust and unfair to actors to force them to join a new union (Television Authority) in order to do (television) work they already are doing as members of SAG."

Both SAG and Screen Extras Guild insist on recognition as the exclusive unions for talent in the film television field as well as in regular motion pictures. The TV Authority, as proposed, would keep SAG as such out of the film television field.

Series Video Fails to Give Theatres 'SRO'

Better Than Without It, But No 'Holdouts'

By GENE ARNEEL

Large screen theatre television of the first World Series game failed to draw capacity business yesterday at the four theatres offering it. Even in the home baliwick of the Brooklyn Dodgers, at Fabian's Fox, first run in Flatbush, about three-quarters of the house was filled, leaving about 1,000 seats unsold.

Reports from Boston, Scranton, Milwaukee and Chicago disclosed that the series telecast there drew returns short of capacity also. In each case business was good but not "sensational."

Theatres in competition with those offering the baseball video reproductions found their normal matinee trade

(*Continued on page* 4)

Republic Net Up 1,200%

Net profit of Republic Pictures and subsidiaries for the 39 weeks ended last July 30 were nearly 1,200 per cent greater than the net for the same 39 weeks in 1948.

Profit for the 39 weeks this year was $730,116, after provision for Federal taxes estimated at $485,000, deducted from an operating net of $1,215,116. Profit for the same period last year was $102,577, after provision for Federal taxes estimated at $40,000, which was deducted from an operating net of $102,577.

Schaefer, Kramer Renew Their Deal

Returning here from the Coast and key exchange centers yesterday, George J. Schaefer announced the renewal of his arrangements with Stanley Kramer to continue as sales representative for Stanley Kramer Productions for "The Men," which United Artists will release.

It is understood that terms for this picture are the same as for "Champion" and "Home of the Brave" in which Schaefer received three per cent of the gross.

Zone Heads Meet Today

Harry M. Kalmine, president and general manager of Warner Theatres, will preside at a meeting of the company's theatre zone managers to be held at the home office today.

Zone managers attending are: James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; M. A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers attending are: Alex Halperin, Chicago; Ted Minsky, Cleveland; Bert Jacocks and Max Hoffman, New Haven; Sam Blasky, Newark; Max Friedman, Albany; Louis Davidoff, Philadelphia; Harry Feinstein, Pittsburgh; L. F. Ribnitzki, Washington.

Home office executives attending are: M. Alben, Clayton E. Bond, Frank Cahill, C. Copelan, Z. Epstin, N. Fellman, Harry Goldberg, L. J. Kaufman, H. R. Maier, W. F. Marshall, W. S. McDonald, N. Phelps, Harold Rodner, H. Rosenquest, D. Triester, R. Weiss and B. Wirth.

Recover 'Hot' Films

An FBI investigation made in Chester, Pa., based on a report that "hot" 16mm. pictures were being shown at a school there disclosed that the prints were being supplied by an Army sergeant stationed at Chester. He borrowed the prints from an Army warehouse in Philadelphia and returned them after each performance. Sargoy and Stein, special counsel for major distributors in copyright matters, made arrangements with officers of the Second Army in Philadelphia to have the films removed from the warehouse and delivered to them for return to the companies.

53 'Intruder' Openings

M-G-M has set 50 openings of "Intruder in the Dust" this month in Mississippi and three in Tennessee. The Oxford, Miss., premiere will be attended by Claude Jarman, Jr., and Elizabeth Patterson, who appear in the film, and Clarence Brown, producer-director.

Fabian to Speak for UJA

S. H. Fabian, co-chairman of the United Jewish Appeal of Greater New York, will speak tonight on a UJA broadcast over the Mutual network. An original drama, "The Man Who Went Back," will be presented.

Warren to Open Theatre

SACRAMENTO, Cal., Oct. 5.—Governor Earl Warren will preside tomorrow night at the invitational opening of Fox West Coast's new 1,200-seat Crest Theatre here. Charles P. Skouras, circuit head, will be host.

New Academy Members

HOLLYWOOD, Oct. 5.—Board of the Academy of Motion Picture Arts and Sciences has voted approval of 19 new membership applications.

Personal Mention

PANDRO S. BERMAN, M-G-M producer who recently returned from a European vacation, will leave here on Monday or Tuesday for the Coast.

•

B. G. KRANZE, Film Classics' sales vice-president, has left New York for Detroit, Dallas, Atlanta, New Orleans and Cleveland.

•

MICHAEL H. FROELICH, Ziff-Davis Publishing Co. vice-president, left here yesterday for Hollywood for a two-week visit.

•

FRED R. SAMIS, editorial director of *Photoplay* and other Macfadden magazines, has arrived in Hollywood from New York.

•

CHARLES U. YAEGER, president of Atlas Theatres Corp., Denver, is in New York for the World Series.

•

GLORIA SWANSON will leave New York this weekend for Boston, first stop on a nationwide tour.

MAURICE A. BERGMAN, Universal-International public relations director, left New York Hospital yesterday after a checkup.

•

EDWARD T. CHEYFITZ, executive assistant to ERIC A. JOHNSTON, expects to fly to Paris late next week to join JOHNSTON on his European survey for the Economic Cooperation Administration.

•

FRANK O'BRIEN of M-G-M's special service department, and MRS. PEGGY BLEAKLY O'BRIEN, formerly story editor for William Cagney Productions, are the parents of a boy, WILLIAM FRANCIS.

•

MRS. JAMES R. NAIRN, wife of the Famous Players-Canadian public relations chief, has been named national publicity director for the Canadian Red Cross.

•

MILTON LEWIS of Paramount's talent department, is in New York from Hollywood for two weeks.

Legion Rates One 'B,' Six Others A-I, A-II

Columbia's "Holiday in Havana" has been given a B classification by the National Legion of Decency.

Three films were rated A-I: "Black Midnight" (Monogram), "Challenge to Lassie" and "Intruder in the Dust" (both M-G-M). Placed in Class A-II were "Angels in Disguise" (Monogram), "The Heiress" (Paramount) and "I Married a Communist" (RKO Radio).

Bessie Ludwig, 67

Bessie Ludwig, 67, mother of Irving A. Ludwig, executive of Walt Disney Productions here, died Tuesday night after a six-week illness. Other surviving children are Sonya Ludwig, an actress, and Norbert Ludwig, orchestra leader.

Jessel at Variety Affair

George Jessel, 20th Century-Fox producer, will be toastmaster at Tent No. 35 New York Variety Club's inaugural dinner to be held at the Astor Hotel here on Oct. 27, it was announced by Max A. Cohen, chief barker of the local club.

'Hip' Resumes Vaudeville

BALTIMORE, Oct. 5.—The Hippodrome Theatre, which dropped vaudeville during the run of Columbia's "Jolson Sings Again," will reinstate the policy tomorrow.

Abraham Pinanski, Brother of TOA Head

BOSTON, Oct. 5.—Judge Abraham E. Pinanski, brother of Samuel Pinanski, president of American Theatre Corp. and the Theatre Owners of America, died here today at Beth Israel Hospital. Judge Pinanski served over 20 years on the Massachusetts Superior Court bench.

MGM Trainees at Confab

M-G-M's six sales executive trainees, now in the third week of a month's indoctrination in New York, will attend the fall sales conferences scheduled to open Oct. 13 at the Astor Hotel. The men will supplement the 12 field "experts" also invited by William F. Rodgers, sales vice-president, to attend before sailing Oct. 17 on the *S.S. Atlantic* for Naples, first lap of a four-city European tour. The six who will attend the conference are W. W. Sherrill, Kansas City; C. E. (Pete) Prince, Washington; Harold Zeltner, Chicago; Max Shabason, Pittsburgh; "Connie" Carpou, Oklahoma City, and William E. Madden, Boston.

Cuts Price for Students

COLUMBUS, O., Oct. 5.—A special student rate of 50 cents, 15 cents under the regular admission price, is being offered here by the World and Little theatres. Both houses are near Ohio State University.

Eastman Offers New Color Film to Industry

Rochester, N. Y., Oct. 5.—A new commercial color motion picture film was announced by Eastman Kodak here today and will be made available to producers for trial use in the near future.

"The process has been developed to the point where samples of the new film—Eastman color negative film and Eastman color print film—is ready for testing by professional motion picture users," Edward Peck Curtis, vice-president in charge of motion picture sales, said.

Atlanta Censors Approve 'Pinky'

The Atlanta board of censors has approved 20th Century-Fox's "Pinky" for exhibition in theatres within its jurisdiction, the 20th-Fox home office was advised yesterday.

"Pinky" depicts problems of a colored girl who "passed" for white. The Atlanta censor board also approved "Home of the Brave" but refused a permit to "Lost Boundaries," both of which also present racial themes.

Oriental Lease Case To Be Heard Today

CHICAGO, Oct. 5.—The Oriental Theatre lease case will be brought tomorrow before Judge Cornelius Harrington of the Circuit Court of Cook County where the plaintiff Booth Management Corp., headed by James Booth, local operater, has filed an injunction suit seeking to restrain the Essaness Circuit from continuing to operate the Oriental.

Co-plaintiff is the 32 West Randolph Corp., lessors of the Oriental property, which attempted last Friday to place Booth in as its new operator, charging Essaness with mismanagement. Essaness, represented through attorney Edwin Blackman, claims the circuit has a lease until 1963.

New TV Film Company

Milton Blackstone, former television head of Robert Feldman, Inc., has formed TV Attractions for the production of video programs. Gene Starbecker, formerly director of television stations at Louisville and Indianapolis, and James P. McGuire, formerly with Van Car Productions, have joined the staff.

LaVine Gets Franchise

Harry A. LaVine has acquired the Favorite Films franchise for Philadelphia, effective October 17. His new firm will be known as the Favorite Film Exchange of Philadelphia. LaVine was Monogram-Allied Artists sales manager for Metropolitan New Jersey for several years.

Goldwyn to Film in Italy

Farley Granger and Joan Evans will star in "Come to Me," about postwar Italy, to be filmed by Samuel Goldwyn in Venice next summer. The story is from an unpublished novel by John De Roth. RKO Radio will release.

Launch Memorial Fund

CLEVELAND, Oct. 5.—A memorial fund for Genevieve Akers, secretary to 20th Century-Fox branch manager I. J. Schmertz, who lost her life in the recent *Noronic* disaster, has been launched here, with plans for a preview of an outstanding film to raise funds.

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GET

WARNER BROS. ARE GEARED TO GO WITH THE NEW INGRID BERGMAN PICTURE THEY'RE WAITING FOR!

SET

COLOR BY TECHNICOLOR

INGRID BERGMAN • JOSEPH COTTEN • MICHAEL WILDING IN ALFRED HITCHCOCK'S "UNDER CAPRICORN"

Directed by ALFRED HITCHCOCK Screen Play by JAMES BRIDIE Adaptation by Hume Cronyn Based on the play by John Colton and Margaret Linden from the novel by Helen Simpson A TRANSATLANTIC PICTURE

Baseball Is King, Says Jules Levey

It was baseball throughout the industry! As producer Jules Levey, just returned from the Coast, sagely put it, "the World Series is the most important matter in our business at the moment." And without further ado Levey was off to see the first game.

Questioned later in the day, the producer said, "the game was terrific." He added he could not have written a better script himself.

Series Video

(*Continued from page* 1)

heavily dented during the period of the game by free telecasts and radio broadcasts. Loew's Metropolitan, Paramount's Paramount and RKO's Albee, constituting the Fox's principal first-run competition in Brooklyn, had a combined total house count of 600 at one o'clock, starting time of the game, a big drop from normal Wednesday matinees.

Drop at Broadway Matinees

Broadway's first runs and the Metropolitan area's neighborhoods reported business was noticeably off. Managers acknowledge that radio and television sets were drawing heavily on the normal matinee patronage. Television sets placed in theatre lobbies and foyers drew good audiences.

So far as the 3,000 obviously avid baseball fans at the Fox were concerned, the Dodger-Yankee contest took place right on the theatre's screen, and the $1.20 admission price drew no complaints afterward. Whether the tilted scale deterred ticket purchases was not certain.

Throughout the game the weatherman had the upper count on the special event at the Fox in that the three video cameras on duty could hardly clear the hazy atmosphere which pervaded Yankee Stadium. The microwave relay operation itself was good. The long-range, panoramic camera views of the ball park and the spectators were misty and detracted from full enjoyment of the show, but, importantly, the more largely employed close-ups were adequate in definition and lighting. The patrons of the theatre, baseball addicts every one of them, applauded, cheered and moaned as their player prejudices dictated.

An interesting experiment was the use of superimposition on the upper right corner of the screen of activity at first base while the balance of the screen depicted the pitcher-batter action.

The micro wave was beamed from the stadium to the telephone company's building in downtown Manhattan and relayed to the special RCA simultaneous equipment at the Fox.

'Excellent' at Scranton

At Comerford's Westside Theatre, Scranton, Pa., also using RCA large screen theatre equipment, attendance was reported to have been "excellent" but short of capacity. Admission prices were not increased by the management which is conducting the telecasts of the Series for experimental purposes and is donating the reecipts to local charities. Patronage at the Westside, however, was much heavier than normal.

Reception of the program in Scranton was reported to have been good despite the fact that it required a pick-up 100 miles from New York and Philadelphia by the Scranton *Times* station and a micro-wave relay from there to the theatre.

At St. Cloud Amusement Co.'s Tower and Oriental theatres, Milwaukee, attendance was reported good despite the fact that the theatres, although boosting scales to $1.50, did not have large screen theatre equipment to offer patrons. The RCA 7x9 screen was in use at both houses.

Pilgrim Short of Capacity

In Boston, the picture on the screen of the Pilgrim, unit of American Theatres, was steady with no distortion, and the 1,400 in attendance enthusiastically cheered the city's first theatre television pick-up of a World Series match. Patrons trickled in up to the fifth inning of the game but ticket sales still fell short of the capacity mark. Like Fabian's Fox in Brooklyn, the Pilgrim's program also included two features. The admission scale was increased to $1.25 to $1.80. RCA large screen theatre equipment was used.

The Paramount photographic, intermediate system was used at the Balaban and Katz State Lake Theatre, Chicago, and an audience of close to 2,000 paid $1.25 admission, an increased charge. John Balaban, head of the circuit, said this was excellent in view of the fact that the house had been given little time for advance publicity and advertising. Balaban said he anticipates better business with subsequent games and, if the attendance warrants it, the Roosevelt also will have the video games on the program. The State Lake's audience was made up largely of died-in-the-wool baseball fans. Competitive theatres seemed not to have been affected.

Review

"Bandit King of Texas"

(*Republic*)

IT takes a while before Allan "Rocky" Lane puts the quietus on the ruthless plans of Jim Nolan, land swindler, and his tough accomplices in "Bandit King of Texas." There's never any doubt that "Rocky" will succeed eventually, of course, but while the show has few surprises the plot material otherwise is sound enough and the battles and chases are staged competently and are effectively photographed. It stacks up as good Western material.

"Rocky" has a helpful assistant in Eddy Waller as the only honest citizen of the town of Elko, which is headquarters for Nolan and his gang. The latter are engaged in selling acres of property which actually belong to the U. S. Government. Helene Stanley and Harry Lauter are a newly married couple aiming to buy some land and come on the scene with the groom's father, John Hamilton. "Rocky" is in their camp but is a victim of a frame-up which leads him to be suspected of trying to swindle them. He maps a course of action, battles his way out of a score of tough predicaments, any one of which would have meant death for most people, and finally paves the way for the round-up of the real swindlers.

Robert Bice, Lane Bradford, George H. Lloyd, Steve Clark and I. Stanford Jolley are among the other players in the Olive Cooper story. Fred C. Brannon directed and Gordon Kay was associate producer.

Running time, 60 minutes. General audience classification. Release date, August 29.

GENE ARNEEL

Add: Advantages of 2 Men in a Booth

A projectionist from San Diego, Cal., arrived in New York yesterday morning to see the World Series. He telephoned *Motion Picture Daily*, petulantly surprised that reserved seat tickets in Yankee Stadium were not available, and inquired about "connections" which might lead him to the desired ducats.

Visitor was referred to projection booth at Fabian's Fox, Brooklyn, a World Series anteroom by virtue of television.

Series Highlights in Reels For Houses Tomorrow

Newsreel highlights of the first two games in the World Series will reach local theatres tomorrow. The five newsreel companies are rushing the reels as pre-releases.

The companies have placed heavy manpower resources into the coverage of the event, with individual crews ranging from 15 to 18 men. The reels will be sped by air to distant parts of the country.

New 20th Records

(*Continued from page* 1)

played 20th Century-Fox product throughout the nation. Theatres playing company pictures during the five weeks averaged a total of 14,302 per week. Feature sales for the Aug. 28-Oct. 1 period were 52 per cent over the volume of sales handled during August this year, and 73 per cent more than during the similar period of 1948. The increases represent an all-time record of backlog and reissue sales, as well as sales of new product, the company said.

SPG Holds Secret Ballot on Strike

Screen Publicists Guild membership took a strike vote by secret ballot at a meeting here last night. Though the results were not immediately tabulated, an indication of the meeting's temper was shown in a standing vote for a strike assessment of one day's pay, according to a SPG spokesman. The assessment carried 215 for, 19 abstentions, no nays.

SPG's sister union, SOPEG, has another negotiations meeting with distributors today. Unless a settlement is effected, SOPEG will also take a strike vote.

RKO Divorce

(*Continued from page* 1)

felt "there's really no reason RKO shouldn't get the same."

From this line of reasoning it appears that Paramount could also get an extension of its divorcement deadline beyond Jan. 1 if it wanted.

The stipulation asking court approval of the extension is expected to be filed in Federal District court here today or tomorrow. It extends to May 8 the deadline for the reorganization outlined in the decree but no extension is granted on the provision giving RKO the right to favor its own theatres until divorcement is accomplished. That means, that RKO on Nov. 8 must stop favoring its own theatres.

In another provision of the stipulation, RKO agrees to be bound by the provision in the Paramount consent decree requiring theatre by theatre licensing. The original RKO decree had a milder provision.

Loses Para. Suit

(*Continued from page* 1)

the stockholders voted in favor of the plan which provided for the splitting of Paramount into a new film company and a new theatre company.

Kokol claimed that the plan of reorganization included a voluntary sale of all of Paramount's assets and that therefore he was entitled under the New York Stock Corporation Law to demand that his stock be appraised and paid for in cash.

Warner Dividend

Warner Brothers has declared a dividend of 25 cents, payable to stockholders of record on Sept. 9, 1949.

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A complete service for distributors of foreign pictures. Dupe negatives, dialogue titles, art work.

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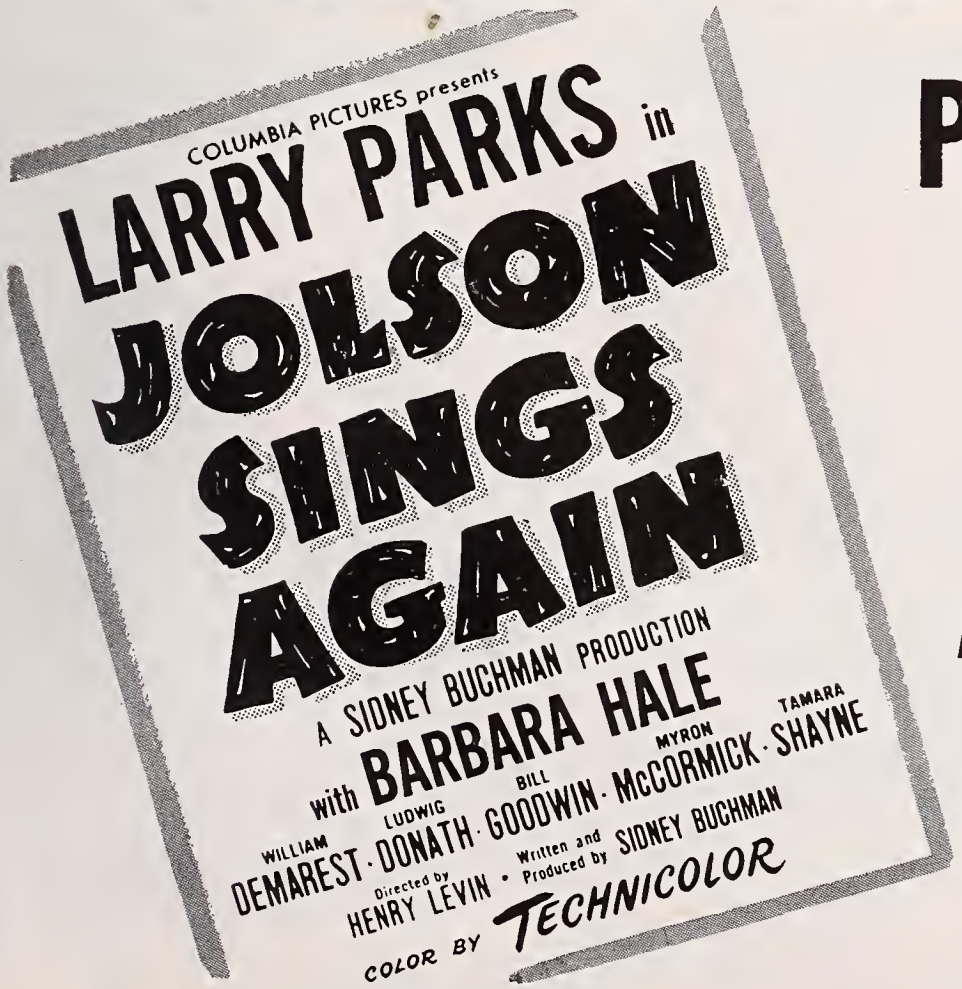
JOLSON SINGS AGAIN

OPENINGS

Another All-Time House Record!

IN ITS FIRST WEEK, BIGGEST BUSINESS IN THE *28-YEAR* HISTORY OF THE ALDINE THEATRE, PHILADELPHIA!



P. S. It did the same thing in Springfield (Mass.), Baltimore, Chicago and New York.

NO. (4) IN A SERIES

TIME: ALL THE TIME

(THIS HAPPENS TO BE 8:14 P.M. ONE WEEK AFTER OPENING!)

NIGHT OR DAY, THIS LINE NEVER ENDS!

EVENT: 'PINKY'

ENGAGEMENT AT THE RIVOLI, N.Y.C.

Lines in Seattle, Too! "**MALE WAR BRIDE** holding 5th week, 5th Ave. Theatre, Seattle. **7 year record for house.** Tremendous results everywhere in our territory." *Frank L. Newman, Sr., Evergreen Theatre Corp.*

There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 69 NEW YORK, U. S. A., FRIDAY, OCTOBER 7, 1949 TEN CENTS

EndColosseum Talks Pending Arbitration

Union Move Would Break Impasse on Auto Clause

Current negotiations between the distributors and the Colosseum of Motion Picture Salesmen on the latter's bid for increased wages and expense grants have been discontinued pending the outcome of arbitration proceedings for which the 1,000-member salesmen's union has applied. The last negotiation meeting, which continued for eight days in New Orleans, ended about a week ago.

Colosseum attorney David Beznor of Milwaukee has informed the companies of the union's intention to arbitrate a point challenged by the management negotiators, namely, changes in company policy relating to the ownership of automobiles.

Clarence Hill of 20th Century-Fox, chairman of the distributors' negotiating committee, acknowledged here yesteerday that the company group has declined to discuss the point with the

(*Continued on page 3*)

739 Enroll In Allied

ANAMOSA, Ia.; Oct. 6.—Some 739 new Allied theatre members have been enrolled in national Allied's ranks by the 20 units of the association in its current membership drive. The goal of 1,000 new members in 1949 should be reached easily, according to Charles Niles, chairman of the drive and secretary of the association.

The drive is being held in honor of Abram F. Myers, general counsel and chairman of the board. "The slogan 'Get on the Line in '49' will ring throughout the whole Allied organization until the goal is reached," said Niles.

Report Publicists Bolt SPG at RKO

A spokesman for an anti-Screen Publicists Guild employee group at the RKO Radio home office reported yesterday that "all but one" of the members of the unit have resigned from SPG (CIO). The unit's membership was approximately 34.

It was reported also that the National Labor Relations Board will

(*Continued on page 3*)

'Stable' Exempted From Loop Decree

Chicago, Oct. 6. — Federal Judge Michael Igoe today granted 20th Century-Fox's petition for an exemption from the Jackson Park Theatre decree to permit "Come to the Stable" to play longer than the two-week Loop run established by the decree.

Citing the "unusual nature of the picture," Judge Igoe ruled that "Come to the Stable" may have an eight-week Loop run. It will open soon at the United Artists Theatre. Thomas McConnell, Jackson Park counsel, opposed the run extension for the film.

Paramount Sales Meet Opens Today

Paramount home office executives and division, district and branch managers today will start three days of meetings at the Plaza Hotel here, with sales and merchandising policies for top product occupying the principal spots on the agenda.

This morning's meeting will be devoted to a discussion of selling and merchandising for William Wyler's

(*Continued on page 3*)

Heavy Campaign for 20th-Fox's 'Prince'

CHICAGO, Oct. 6.—Details of an ambitious campaign to promote 20th Century-Fox's "Prince of Fox's" were detailed here today at a meeting of the company's Midwestern division and branch managers, by distribution vice-president Andy W. Smith and advertising - publicity vice - president

(*Continued on page 3*)

Series Video Conclusion:

HARD TO SELL IF EVERYONE'S GOT IT

CBS, DuMont Clash Over Color Video

WASHINGTON, Oct. 6.—DuMont and CBS continued their bitter clash over color television here today before the FCC. After a day-long demonstration of color television by CBS, Dr. Allen B. DuMont told a press conference that the CBS display was not up to the one put on three years ago. He predicted that it will take 10 to 20 years to develop a satisfactory color system.

In reply, CBS president Dr. Frank Stanton declared that "Dr. DuMont's statement speaks for itself in showing his continued attempts to keep color television from the public. Observers at the CBS demonstration clearly indicated their approval of the color pictures we broadcast, and in any event, the statements will be met and are being met before the FCC, which is the proper forum for determining the true facts."

AFM, Industry Heads Explore TV's Future

The "exploratory" meeting held here yesterday between American Federation of Musicians president James C. Petrillo and film industry and advertising agency executives on film television prospects and their application to the employmnet of instrumentalists adjourned without reaching "definite conclusions," it was reported.

Ideas exchanged at the meeting will be reported to the companies involved by their representatives who attended.

Second Game Draws Less Than First to Big-Screen Theatres

You have to have an "exclusive" program to offer if theatre television is to pay its way in theatres.

That was the verdict of many veteran showmen here yesterday when it was learned that large-screen telecasts of the second World Series game drew fewer people into the four theatres offering the big screen telecast than did the first game. Theatre telecasts of the first game drew from three-fourths to one-half of capacity in theatres in Brooklyn, Boston, Chicago and Scranton, Pa.

The explanation seemed to lie in the fact that the theatres, particularly those which increased their admission scales, were in the position of offering

(*Continued on page 3*)

SAG Calls 'Crisis' Meet

The 44-member board of the Screen Actors Guild will meet in Hollywood on Monday to review the organization's fight against attempts of the Associated Actors and Artistes of America to supersede the SAG with a so-called "Television Authority" in the film video field.

The Guild board is expected to prepare a plan of action which could be put in force should the international board of the Four-A's, of which SAG is a member, vote against the Hollywood actors. The Four-A's board has

(*Continued on page 3*)

Arnall Looks to Unesco To Ease World Trading

Back from a month's participation in the Paris conferences of the United Nations Educational, Social and Cultural Organization as an official U. S. delegate, Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, said here yesterday that he is hopeful UNESCO will prove the key to the elimination of remittance quotas and film trade restrictions abroad.

He reported numerous foreign representatives showed an unprecedented vigorous interest in the motion picture as a power in disseminating international goodwill and for this reason, he said, he looks to UNESCO to exert itself in behalf of the free flow of U. S. films. Arnall pointed out that the global organization is dedicated to the principle of better understanding among peoples of the world as a means of achieving lasting peace.

Eric A. Johnston, president of the Motion Picture Association of America, also a U. S. delegate to the UNESCO meeting, is now touring Europe for the ECA.

Cohen Nominated by N. Y. Variety Club

Max A. Cohen has been nominated for re-election as chief barker of the Variety Club, Tent No. 35, New York. Elections will be held at the clubrooms here on Oct. 31.

Other nominees are: Morris Sanders, first assistant chief barker; Robert J. Fannon, second assistant; Jules Rieff, property master, and Saul Trauner, dough guy.

Personal Mention

OSCAR A. MORGAN, Paramount short subjects sales manager, has returned to New York from Charlotte.

•

PHIL WASSERMAN, publicist formerly with Astor Pictures, is now associated with the publicity firm of Yolen, Ross and Salzman, Inc.

•

MAX YOUNGSTEIN, Paramount director of advertising-publicity, will leave here Sunday for Los Angeles.

•

LEO SELIGMAN, Favorite Films treasurer, has left New York for Toronto.

•

MORRIS SAFIER is in New York from Los Angeles.

•

Hannegan Dies at 46; Was on 20th's Board

ST. LOUIS, Oct. 6.—Robert E. Hannegan, 46, 20th Century-Fox board member and formerly U. S. Postmaster General and Democratic national chairman, died today of a heart attack at his home here.

A close friend of National Theatres president Charles P. Skouras, Hannegan at the time of his death had a partnership interest in St. Cloud Amusement's Oriental and Tower theatres in Milwaukee. He had a large number of friends in show business.

Benefit Planners to Meet Here Today

First meeting of the production committee for the 16th annual "Night of Stars," will be held this afternoon in the Paramount board room, it was reported yesterday by James Sauter, newly-elected chairman of the committee. The "Night of Stars" benefit is scheduled for Madison Square Garden on Nov. 14 with proceeds to go to the United Jewish Appeal.

Taplinger Opens a Branch in London

A London office to meet what is described as the increased need for public relations and promotional activity on behalf of imported film and other products in the U. S., has been opened by Robert S. Taplinger and Associates, public relations firm with offices in New York, Chicago, Washington, and Los Angeles.

Honors for Brown

HOLLYWOOD, Oct. 6. — Clarence Brown, producer-director of M-G-M's "Intruder in the Dust," will leave this weekend for Oxford, Miss., to attend the world premiere of the picture there Tuesday and also to receive a "Certificate of Merit" from the University of Mississippi for his contributions in the field of entertainment.

Coast Variety to Elect

LOS ANGELES, Oct. 6.—Variety Club Tent No. 25 will hold its annual election of officers at a dinner-meeting Tuesday night at the Ambassador.

Insider's Outlook

By RED KANN

ADOLPH ZUKOR, venerable chairman of Paramount's board, told Jersey Allied at Atlantic City he was unworried over theatre divorcement; in fact, had foreseen it 10 years ago. That would be '39.

The late Ed Kuykendall had five years on him. On April 10, 1934, in his presidential address before the MPTOA convention at the Ambassador Hotel, Los Angeles — same city, same hotel where TOA, into which MPTOA had merged, met last month—he stated:

"I predict that day will soon be here when production and exhibition will be separated entirely. This separation will improve the quality of pictures and enable us to make much constructive progress."

The day did not arrive as quickly as Kuykendall thought. Paramount and RKO are divorcing. The Government has had its say about Loew's, 20th Century-Fox and Warners, but what it gets finally may not necessarily be what it demands.

There are places to try lawsuits, and this column is not one of them. But it is a reasonable speculation that the pattern already worked out with respect to Paramount and RKO will apply in principle to the undivorced three when the finals are fought.

■

It indulges in the obvious to observe that, meanwhile, the period of readjustment will be long-drawn out and difficult. Were the fundamental changes made mandatory by the Federal courts confined to Paramount alone, the repercussions would be sufficiently far-flung to leave an impress on the whole industry. New theatre entities are springing out of divestiture. New first-runs are being established. Buying power is being rearranged. These and other changing conditions probe deeply into the exhibition structure, far and beyond the principals directly concerned.

In addition, there are those other restrictions gradually altering the familiar face of the industry. None is more all-embracing than clearances. The burden of adjusting long-prevailing setups rests on the distributors, but, since the distributors have been drubbed pretty badly for acting in concert, they now must travel individual roads. Short-cuts might save time and temper, but they can be dangerous.

Much has been done since the U. S. Supreme Court has had its say, but much remains to be done. The exhibitor who will voluntarily reduce the clearance he now enjoys might be found, but who can be sufficiently enduring to locate him?

Clearances are being shuffled and re-shuffled, and, dependent upon how the results come out, is the satisfaction or dissatisfaction of those who are involved in the process. Distributors entertain no illusions that the results can be perfect. In fairness to them, it must be recognized that they are right.

■

Ted Gamble went on record in Los Angeles that TOA members lean favorably toward a system of uniform clearances. Herman Levy, the organization's general counsel, moreover, took the view that such a system is legal, although his reasons would be interesting to know. How clearances can be uniformly maintained without the participation of the distributors who expressly flaunt the law if they partake in such a plan calls for considerably more explanation than has been ventured thus far.

Wishful thinking seems to be playing a significant part in any such hope. Both the thinking and the hope trace to an impression that the Department of Justice might be induced to amend its views if a formidable enough presentation can be put together by theatre interests, chain and individual, which feel they are suffering inequities through no fault of their own.

The force of such a stand would have to rely on strength assembled in the field, supported by weighty enough proof to demonstrate that the protesting innocents ought not to bear punishment for the business deportment of others—in this instance, the distributors.

No one can say that such an approach is doomed to failure. No one can say it has any chance of success, either.

■ ■

Said Bernard Diamond, assistant to Louis Schine, at a recent regional pow-wow of the Schine Circuit:

"All we have to be concerned with is getting the amusement dollar into the movies instead of allowing it to go elsewhere".

That's all, Bernie.

Deneau to Preside at SRO Meeting Today

Sidney G. Deneau, vice-president and general sales manager, will preside over a meeting of district sales managers and home office executives of the Selznick Releasing Organization at the Hotel Warwick here today. The meeting was originally scheduled for the SRO home office.

Number one on the agenda is the setting of sales policies on two forthcoming Selznick releases, "The Fallen Idol" and "The Third Man." Following the conferences both pictures will be screened.

Sam Israel Is Named U-I Publicity Aide

HOLLYWOOD, Oct. 6—Sam Israel has been named assistant studio publicity director at Universal-International by Al Horwits, studio publicity chief. A former head of the Eagle-Lion publicity department and a veteran of the film business, Israel will report at U-I on Oct. 17.

Frank McFadden has been named executive assistant to Horwits.

Maryland Censors Hit Foreign Films

BALTIMORE, Oct. 6.—The Maryland Board of Censors wants the state censorship law strengthened in order to "shelter citizens" from the "deteriorating" effect of European films. The call for more rigid censorship was in the board's 33rd annual report.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"My Friend Irma"
A HAL WALLIS Production starring
JOHN LUND • DIANA LYNN
DON DeFORE • MARIE WILSON
And introducing
DEAN MARTIN and JERRY LEWIS
PARAMOUNT TIMES SQUARE
In Person DEAN MARTIN and JERRY LEWIS plus FOUR STEP BROS. CAROLYN GREY Extra Added Attraction DICK STABILE AND HIS ORCHESTRA GEORGE WRIGHT at the Organ
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

RICHARD CONTE • VALENTINA CORTESA • LEE J. COBB
"THIEVES' HIGHWAY"
A 20th Century-Fox Picture
ON VARIETY STAGE—Ed. Sullivan —his "TOAST of the TOWN" TELEVISION REVUE
Plus Big Ice Show!
ROXY 7th Ave. & 50th St.

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Theatre TV Report For Jersey Allied

Allied Theatre Owners of New Jersey will receive from president Wilbur Snaper at its Oct. 11 meeting at the Newark Athletic Club, Newark, a complete report on the World Series large-screen television coverage at Fabian's Brooklyn Fox Theatre.

A number of the Jersey organization's member theatres are "intrinsically" interested in theatre television, a spokesman said yesterday. Snaper's report is expected to help them make future decisions concerning theatre video.

Series Video

(*Continued from page* 1)

for a price that which was available to the interested public without charge in every corner bar room, in hundreds of other public gathering places and in thousands of homes.

Yankee Stadium also failed to sell out for the first two games. There were 6,000 unsold seats on Wednesday and 2,000 yesterday. Observers believe free TV had something to do with that, too.

The difference in the size of the screen, showmen opined, doesn't seem to be enough to overcome the "give-away" competition.

Results 'Not Discouraging'

Despite the slackening of attendance yesterday, the four theatres offering the large screen telecasts, the Fox, Brooklyn; Pilgrim, Boston; West Side, Scranton, and State-Lake, Chicago, all regarded the results as not up to expectations but "not discouraging."

The Tower and Oriental theatres, Milwaukee, also offered the telecast but on a smaller screen than the others, although the houses increased their admission prices to $1.50 and $1.80. The managements declined to reveal attendance or gross figures but described yesterday's patronage as "fair." Reception of the telecast in Milwaukee was described as "excellent."

The Fox, Brooklyn, drawing from the most rabid baseball fan population in the country, and with their team a contender for the pennant, had a top attendance of around 2,500 at the peak 2 P.M. house count. Wednesday's was 3,000. The house seats 4,050 and is charging $1.20, a 60 cents increase. Efforts to reach Si Fabian, its operator, for comment yesterday were unsuccessful.

At the same hour, the count at the Brooklyn Paramount, closest competitor of the Fox, was around 1,100.

The Paramount, Albee and Metropolitan, Brooklyn, have been running 15 to 25 per cent below average for mid-week matinees and attribute the decline not to the Fox's competition but to the availability of television and radio to everyone in their drawing area. Evening business has picked up strongly at the houses.

The Fox is understood to have paid approximately $7,500 for the Series telecast rights.

At Sam Pinanski's 1,800-seat Pilgrim in Boston, attendance yesterday was estimated at 750, for a gross of $1,135 at an advanced price. Pinanski's American Theatres reportedly paid $5,000 for the telecast rights for the Boston theatre. Cost of the big screen equipment is said to be $25,000.

At the 2,700-seat B. & K. State Lake, Chicago, the second day's attendance was estimated at around 1,500, with a gross of $1,875, including tax, at the advanced scale. Reception of the game was described in Chicago as "blurry." The State-Lake is using the Paramount film transcription method, with the telecast on the theatre screen consequently lagging about 20 minutes behind the public television and radio broadcasts outside the theatre.

At Comerford's West Side Theatre, Scranton, a 1,700-seat house charging its regular admision of 30 cents, attendance was described yesterday as good. However, it had been expected that second-day business at the West Side would outstrip the first day because the house had been refused a permit by the Federal Communications Commission two days before the opening of the Series and had had no opportunity to advertise the telecast the opening day. The FCC reversed itself and granted the permit on the eve of the Series opener.

FWC, Distributors Hit by Two Anti-Trust Suits

Los Angeles, Oct. 6.—Fox West Coast, National Theatres and major distributors are the targets of two exhibitor suits filed in Federal Court here today demanding a total of $694,800 in damages for alleged conspiracy to violate the anti-trust laws.

S. Pouros and A. Simes, Bakersfield, asked treble damages amounting to $510,000. They charge the defendants forced them into a leasing arrangement with Fox West Coast for the operation of their Rex Theatre by depriving them of films essential to successful operation.

Clare Allison and William Kaye, Fullerton, asked treble damages of $184,800, charging distributors with conspiring with Fox West Coast to deprive them of first run service.

SAG Monday Meet

(*Continued from page* 1)

put off indefinitely voting on the "Authority" proposal.

Meanwhile, as speculation here mounted over whether the SAG would affiliate with the IATSE or the American Federation of Musicians should it feel compelled to withdraw from the Four-A's, spokesmen for the Guild declined to express opinions on that point, although it was intimated that it would make little difference whether one or the other were chosen so long as the SAG closed an alliance that would strengthen it sufficiently to fight a possible jurisdictional "war" in the film video talent field. SAG, the Four-A's, IATSE and the AFM all are AFL unions.

SPG at RKO

(*Continued from page* 1)

hold a hearing here on Oct. 19 with a view to ruling on the dispute between SPG and dissidents among RKO Radio's publicists.

Approximately 13 of the company's former SPG members claim they are at present members of the Sign Pictorial and Display Union, Local No. 230 (AFL). All but one of the remaining members of the unit have no union affiliation now that they have withdrawn from SPG, it was said.

Local 230 filed the petition for the hearing which will be held on Oct. 19.

ATM Elects; Uvick Quits Board Post

Detroit, Oct. 6—Joseph Uvick, retiring president of Allied Theatres of Michigan, resigned from his post on the board of directors at the closing session of the organization's 30th annual convention. He announced that he will devote himself to his law practice, turning all of his theatre activities over to his son, Joseph Uvick, Jr.

Officers elected yesterday were Ed Johnson, Bay City, president; R. W. Beechler, St. Johns, vice-president, and Irving Belinski, Clawson, re-elected secretary-treasurer. Ray Branch, Hasting, was named national representative and elected to the board of directors. Allan Johnson, Grand Rapids, was elected to fill Uvick's unexpired term on the board.

Oriental Lease Case Jurisdiction at Issue

Chicago, Oct. 6.—The Oriental Theatre management dispute was referred today to master-in-chancery Thomas J. Sheehan who will determine within 10 days whether or not the Circuit Court of Cook County has jurisdiction and whether it should issue an injunction sought by the plaintiff, Booth Management Corp. to restrain the Essaness Circuit from continuing to operate the theatre. The house continues under Essaness management.

Duer Is Appointed Monogram Manager

Hollywood, Oct. 6.—Charles Duer has been named manager of Monogram's exchange in Denver by Harold Wirthwein, Western sales manager.

Duer, for the past 25 years, was salesman and branch manager for Paramount in Denver. He reports to his new position on Oct. 17, replacing Clarence Olson, resigned.

Paramount Meeting

(*Continued from page* 1)

"The Heiress." Producer-director Wyler is to participate in the meeting.

Also scheduled for today is a luncheon with Wyler, Paramount president Barney Balaban, board chairman Adolph Zukor, producer Hal Wallis, his associate, Joseph Hazen, and Gloria Swanson as guests.

20th-Fox's 'Prince'

(*Continued from page* 1)

Charles Einfeld. Also taking part in the two-day sessions, at the Hotel Drake, were home office executives Al Lichtman, vice-president; W. C. Gehring, assistant general sales manager, and Lem Jones, Smith's assistant.

Broidy Sets 8 for A. A. in '49-50

Hollywood, Oct. 6. — With the purchase of "My Wife is Mine" for Allied Artists production, president Steve Broidy announced eight films will be produced by the company during the 1949-50 season. This includes two to be made in England in cooperation with Associated British-Pathe.

Fabian Prizes to Kemp, Westbrooke

George Kemp, manager of the Paramount Theatre, Staten Island, and Earle Westbrooke, manager of the Norva Theatre, Norfolk, Va., shared the grand prize of $700 in Fabian Theatres' 35th anniversary showmanship drive, it was announced here yesterday by circuit heads S. H. Fabian and Samuel Rosen. In addition, Kemp and Westbrooke took the $350 first prize award for their respective groups: the New York area division and the Wilmer and Vincent division.

Other winners were: Spencer Bregoff, Palace, Staten Island: William Hamborsky, Capital, Staten Island; Ward Kreag, State, Altoona; Paul Glase, Embassy, Reading; Gerry Wollaston, State, Harrisburg; Alec Sayles, Palace, Albany; Phil Rapp, State, Schenectady; Dick Murphy, Plaza, Schenectady; Sal Zanca, Ritz, Garfield, N. J.; Al Buist, Rialto, Westfield, N. J.

Sayles won the Monroe Greenthal prize for the campaign "that did the best for the industry and Fabian Theatres. Rapp won a special Warner prize for the best campaign on a Warner film.

Colosseum

(*Continued from page* 1)

union on the ground that it is not properly a matter of negotiation within the meaning of the present two-year contract, which has another year to run, but is subject at this time to renegotiation on "wages and/or expenses."

Negotiations have been carried on relating to the union's demand for a 25 per cent general wage boost, an $85-per-week salary minimum and increased on-the-road expense grants.

The demand designated for certification by arbitration is: "Employers who shall require salesmen to use company-owned automobiles shall advise the Colosseum of that policy 90 days prior to the effective date thereof."

Four auxiliary points are embodied in this demand: "1. Where this policy results in losses sustained by the salesmen in the sale of personally-owned automobiles, the employer will reimburse each salesman to the extent of the loss; 2. The company-owned automobiles to be in the class of Pontiacs or DeSotos; 3. Company-owned cars shall also be furnished to city salesmen who in past practice have been required to use their own cars, and 4, Parking, storage, etc., shall also be furnished by the company."

1st Lady Mulvey's Guest

Mrs. Bess Truman, wife of the President, will be among the guests of James Mulvey, head of Samuel Goldwyn Productions, at today's World Series game between the Yankees and Dodgers at Ebbetts Field, Brooklyn.

NO. (5) IN A SERIES:

MORNING

NOON

NIGHT

8:22 A.M.—OPENING DAY!

12:02 P.M.—4th DAY OF ENGAGEMENT

8:17 P.M.—7th DAY OF ENGAGEMENT!

IT'S THE LINE THAT NEVER ENDS!

EVENT: 'PINKY'

NOW 2nd WEEK AT THE RIVOLI N.Y.C.

There's No Business Like 20th CENTURY-FOX *Business!*

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Accurate Concise and Impartial

VOL. 66. NO. 70 NEW YORK, U. S. A., MONDAY, OCTOBER 10, 1949 TEN CENTS

RKO Stock in Metropolitan 'On the Block'

Sets Price of $2 Million For 55,000 'A' Shares

RKO reportedly has set a price of approximately $2,000,000 for its 55,000 shares of Class "A" stock in Metropolitan Playhouses, extensive New York circuit, which the company is required to relinquish by Nov. 8.

While the film company has been given an additional six months to consummate its reorganization under its amended consent decree in the industry trust suit, the Nov. 8 deadline remains unchanged for the termination of joint interests with exhibitor partners.

The RKO shares in Metropolitan represent 20 per cent of the entire "A" issue, 50 per cent being held by United Artists Theatres while the remaining 30 per cent is owned by the Skouras interests. The "A" shares in turn constitute 85 per cent overall Metropolitan stock issue; the "B" shares, which are substantially the same, and which are traded over the

(*Continued on page 3*)

Mono. Gross Up $1,147,000

HOLLYWOOD, Oct. 9.—Monogram's gross income in the 1949 fiscal year advanced to $10,177,868 from $9,030,906 despite a decline in foreign rental income, president Steve Broidy announced, adding that the company's operations for the combined months of July and August, 1949, resulted in a gross profit of $57,000.

The company's annual report, issued over the weekend, showed a net loss of $1,108,433, which compares with $978,110 for the year before. The lat-

(*Continued on page 3*)

UJWF Will Honor Warner, Ginsberg

HOLLYWOOD, Oct. 9.—Jack L. Warner, president of the United Jewish Welfare Fund, will be honored for his work during this year's UJWF drive at the annual awards dinner on October 13 at the Ambassador Hotel. Honored with Warner will be M. F. Berg, 1949 campaign chairman, and Henry Ginsberg, motion picture industry division chairman. They will receive plaques for their efforts.

Para. Inviting Bids For Michigan Stock

Paramount has announced that it is inviting offers for the purchase of its stock in W. S. Butterfield Theatres and Butterfield Michigan Theatres.

The stock in Butterfield Theatres is slightly in excess of 25 per cent of the outstanding stock and is represented by 37,500 shares of Class "B." Butterfield Michigan Theatres stock is one-third of all outstanding stock and in represented by 6,940 shares of Class "B."

Open 66th SMPE Convention Today

HOLLYWOOD, Oct. 9.—An estimated 300 motion picture engineers from this country and Europe are scheduled to attend the 66th semi-annual convention of the Society of Motion Picture Engineers, opening here tomorrow at the Hollywood Roosevelt Hotel, to review the latest technical developments in the industry during the five-day meeting.

Technical sessions will be marked by the presentation of a record num-

(*Continued on page 2*)

Scranton Telecasts An 'Exclusive'— And the Only 'SRO'

Comerford's West Side Theatre, Scranton, Pa., the only house carrying the World Series telecast on an "exclusive" basis, provided the confirming experience for the trade's conclusion from the big screen video experiments that "It's hard to sell what everybody else is giving way."

The 1,700-seat West Side Theatre was the only one of those offering Series telecasts to paying audiences which played to capacity and turned them away. The explanation: It was the only place in the city of Scranton where a telecast of the Series could be seen.

The theatre started the Series tele-

(*Continued on page 3*)

Para. Reaching for 'Untapped' Audience

Paramount has its sights set on a substantial portion of the heretofore "untapped" American market for "Samson and Delilah," with an all-out sales push now being mapped and

(*Continued on page 2*)

Zanuck Signs New, 20-Year Fox Contract

10 Years as Production Head, 10 as Advisor

Twentieth Century-Fox has negotiated a new contract with Darryl F. Zanuck, which retains him as vice-president in charge of production for the next 10 years, with an additional 10 years of exclusive service in an advisory capacity, it is announced by company president Spyros P. Skouras. Zanuck's previous contract had "a couple of years" to run.

Darryl F. Zanuck

During the first 10 years of his new contract, Zanuck will continue as full time head of studio

(*Continued on page 2*)

Legion of Decency Gives 'B' Rating to 'Outlaw'

The Legion of Decency announces that its long-standing condemnation of Howard Hughes' production, "The Outlaw," has been lifted. The Legion statement follows:

"The Legion of Decency announces that the Howard Hughes production, 'The Outlaw,' has been judged to be revised sufficiently to merit a change in classification. It has accordingly been reclassified from "C" (Condemned) to "B" (Morally Objectionable in Part for All). The following constitutes the reason for the present objection:

"Although revisions have been made in this film, it still presents immodest costuming and suggestive situations. The producer has pledged that all prints of the subject hereafter presented for public exhibition in the United States, shall contain the changes provided for in the revised version.

"This reclassification is in accordance with the policy in effect since the formation of the Legion of Decency under which the rating of an objectionable film may be changed when morally offensive elements in it are eliminated or substantially lessened."

Hughes' Statement

HOLLYWOOD, Oct. 9. — Howard Hughes today issued the following statement concerning his motion picture, "The Outlaw":

"As many people are aware, I have produced a motion picture entitled 'The Outlaw,' which has been banned and condemned on moral grounds by the National Legion of Decency.

"Now, after prolonged discussions, lasting more than a year, I have reached an agreement with the Legion of Decency to make certain changes in the picture.

"The Legion has removed 'The Outlaw' from the 'C' or 'Condemned' classification.

"The Legion has placed 'The Outlaw' in the 'B' classification, which is described as 'Morally Objectionable in Part for All.'"

"The Outlaw" is scheduled for release this season by RKO.

20th Sets 12 For 6 Months

CHICAGO, Oct. 9.—Announcement of the release of 12 of the company's top pictures during the six months beginning in November was made here on Friday by Andy W. Smith, Jr., distribution vice-president of 20th Century-Fox at the concluding session of a two-day sales meeting.

Pictures to be released during those months are: "Everybody Does It," "Oh, You Beautiful Doll," "Fighting Man of the Plains," "Prince of Foxes," "Three Came Home," "Danc-

(*Continued on page 3*)

Await Selznick for SRO Product Lineup

With two pictures definitely set for release before the end of the year, additional Selznick Releasing Organization product is expected to be announced upon the arrival of David O. Selznick from Europe this week, Sidney G. Deneau, SRO sales vice-president, announced at a meeting of division sales managers and home office executives at the Hotel Warwick on

(*Continued on page 3*)

Five Supreme Court Decisions Pending

Washington, Oct. 9. — Five cases involving film industry interests are pending before the U. S. Supreme Court and disposition of most is expected today.

Two of the cases involve challenges by exhibitors to the Paramount consent decree. One involves the appeals of John Howard Lawson and Dalton Trumbo for Supreme Court review of their contempt of Congress conviction. A fourth case involves the validity of Park-in Theatre's drive-in patent. The fifth is an appeal by Telefilm, Inc., from a California court decision ordering a new trial in its unfair competition suit against Harry M. Warner, Nathan Levinson and five other defendants.

Personal Mention

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, left here for the Coast over the weekend.

•

CELESTE FOX, secretary to SAMUEL COHEN, United Artists foreign publicity director, and her husband left here by plane on Friday for a vacation tour of France, Italy and Switzerland.

•

VINCENT LIGUORI, RKO Theatres home office publicist, and MRS. LIGUORI are the parents of a girl, SUSAN CAROL, born at Westchester Square Hospital.

•

MARTIN MOSKOWITZ, New York State division manager for 20th Century-Fox, has left here for Buffalo, Binghamton and Oneida.

•

WALTER E. BRANSON, RKO Radio Western sales manager, has returned here from Hollywood.

HENRY A. LINET, Universal-International Eastern advertising manager; CHARLES SIMONELLI, national exploitation head, and PHIL GERARD, Eastern publicity manager, are expected to return here Wednesday from the Coast.

•

KROGER BABB, Hallmark Productions president, will be a speaker at the ATO of Indiana convention to be held at Indianapolis, Nov. 15-16.

•

SAMUEL GOLDSTEIN, president of Commonwealth Pictures, New York, and MRS. GOLDSTEIN, are en route to a two-month European trip.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here tomorrow for Dallas.

•

MAX GALFUNT, Favorite Films attorney, has taken new offices in New York.

See UA-SPG Pact Reached Shortly

The Screen Publicists Guild contract negotiations with United Artists were close to finalization Friday, with the contract expected to be signed in a day or so, it was learned here at the weekend.

Among the expected provisions of the contract are arrangements for arbitration of disputes, improved job security, three-week vacations, an increase in salary minimums from $40 to $62.50, machinery for the adjustment of inequities, and an increase in maximum severance pay from 12 to 24 weeks.

The contract provisions are retroactive to Dec. 13, 1948. UA like Eagle-Lion, has a separate SPG contract.

SPG-Sopeg Strike Vote To Be Announced Shortly

Screen Office and Professional Employes Guild membership began casting votes on strike action against the majors here at the weekend. Results of the votes of Sopeg and the Screen Publicists Guild will be announced jointly in a few days.

WE Eliminates Sound Items; Altec in Deal

Western Electric will withdraw from commercial activities in microphones, loudspeakers, and disc reproducing equipment. Service and availability of maintenance parts have been assured to present users by an agreement between Western Electric and Altec Lansing Corp.

28 Features and 32 Shorts from Toddy

Toddy Pictures Company, producer and distributor of Negro pictures, announces 28 features, 15 musical shorts, six one-reel action subjects and 11 two-reel comedies for national release for 1949-50 season, through its own exchanges.

Bernhard Will,Won't, Will Fight Censors

Expressing "deep satisfaction" over reports that 20th Century-Fox's "Pinky" has been accepted by the Atlanta censor board, Film Classics president Joseph Bernhard said on Friday that should the board continue its ban on "Lost Boundaries," Louis de Rochemont production being distributed by FC, "I shall take every step possible to break the restriction." Both pictures deal with the Negro's status in society.

At a home office interview on Sept. 2, Bernhard revealed that de Rochemont and his RD-DR Productions had decided to forego plans announced earlier for taking legal action against censors of Southern cities that had or might ban showings of "Lost Boundaries." Bernhard declined at the time to state a reason for the reversal.

Industry Executives At Pinanski Rites

BOSTON, Oct. 9.—Barney Balaban, Paramount president, Leonard Goldenson, Paramount Theatres president, Martin Mullin, New England Theatres general manager, and Edward S. Canter, American Theatres executive, were among the many industry representatives attending the funeral services here on Friday for the late Judge Abraham E. Pinanski, brother of Sam Pinanski, Theatre Owners of America president. Interment was at the Adath Jeshurum Cemetery at West Roxbury.

Kornheiser and Gold Promoted at Warners

'Bud' Kornheiser, formerly manager of Warner Brothers home office advertising art department, has been promoted to art director of the department, by Mort Blumenstock, advertising-publicity director. At the same time, Blumenstock also promoted William Gold from manager to art director of the poster department.

Zanuck Signs

(*Continued from page* 1)

production. Through the ensuing advisory period he will have no commitments other than with 20th-Fox nor any proprietary interest in other motion picture undertakings.

Zanuck, born in Wahoo, Neb., Sept. 5, 1902, has been in charge of the studio's producing activities since the 20th Century and Fox merger in 1935. The company has produced 550 films under Zanuck's supervision since he became production vice-president in that year.

"This new contract," Skouras said "assures for our company the continuity of the same courageous production management that has uncovered new horizons in motion picture entertainment, and at the same time presented in an honorable fashion the full stature and vigor of the screen as an instrument of public influence. This is the calibre of production that has long been associated with the name of Zanuck in the motion picture world."

The latest 20th-Fox picture to be produced by Zanuck is "Pinky." The 550 made under his supervision have had varied themes—sociological, historical, religious, documentary-type and general.

100 at MGM Meet; Rodgers to Preside

Approximately 100 executives from Loew's and M-G-M home office and field will attend the opening session of the company's fall sales conference at the Astor Hotel here on Thursday, with William F. Rodgers, vice-president and general sales manager, presiding.

Reports on New Screens

Installations of Glascreens in Fox West Coast theatres and in theatres of Chicago's Essaness circuit are now in process, it was reported here by Herman Gluckman, president of Nu Screen Corp., on his return from the Coast and Chicago.

Newsreel Parade

THE World Series and UN flag raising ceremonies are among current newsreel highlights. Other items include the Community Chest Drive, and beauty contests. Complete contents follow:

MOVIETONE NEWS, No. 81—UN Building flag-raising. Community Chest drive. Children's day in California. First jet liner in U. S. President Truman at Fort Bragg. Underwater beauty contest. World Series.

NEWS OF THE DAY, No. 211—World Serics. Community Chest drive. School for water babies. President Truman at Fort Bragg.

PARAMOUNT NEWS, No. 14—The 82nd airborne puts on show for President Truman. World Series.

TELENEWS DIGEST, No. 40-B—What next in Germany? Defense meeting in Washington. UN Building ceremonies. "Physically Handicapped Week." Post-war hero-worship in Germany. Vienna beauty contest.

UNIVERSAL NEWSREEL, No. 289—President Truman at Fort Bragg. Cardinal Spellman in Rome. Marquess Milford Haven in London. Test jet liner. Young water wizard.

WARNER PATHE NEWS, No. 16—UN flag raising. Fort Bragg maneuvers. Community Chest drive opens. Underwater beauties. World Series. Confederate vets.

Para. Reaching

(*Continued from page* 1)

what is claimed will be the company's most thoroughgoing advertising and publicity campaign.

Y. Frank Freeman, studio vice-president, told a meeting of division, district and branch managers here at the weekend that he expects a "minimum of 100,000,000 people" will see the film in the U. S.

A. W. Schwalberg, vice-president and general sales manager, told the meeting that nationwide comment already has commenced as a result of the numerous screenings held for special groups.

SMPE Convention

(*Continued from page* 1)

ber of papers. Television, color photography and high speed photography will be the major subjects. SMPE president Earl I. Sponable will preside.

Ard Leaving Warners

William T. Ard, Warner Brothers home office advertising copy chief since 1947, has resigned and will leave his post on Nov. 1.

AFM-AGVA Action By AFL Unlikely

St. Paul, Oct. 9.—Prospects that the jurisdictional feud between AFM and AGVA will reach the floor of the AFL convention appear remote, as the deadline for proposing resolutions has passed.

James Petrillo, musicians' union head, is not expected to attend, and the Actors Equity delegate, who presumably would speak for the variety artistes, does not arrive until tomorrow.

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Can US Help? Cut Tax, Sawyer Told

U. S. Secretary of Commerce Charles Sawyer, who on Friday conducted a forum here of New York City businessmen to hear opinions of the area's economic prospects, asked the film industry's representative how the government could best assist the motion picture business.

"Eliminate the Federal wartime emergency admission tax," he was told bluntly.

The industry's representative at the forum was Harry Brandt, president of the Independent Theatre Owners Association of New York. He was not selected by the industry, but rather, like the department store, manufacturing, hotel and other business representatives on hand, was invited by Sawyer to give opinions relating to the economic position of the field with which he is connected.

20th Sets 12

(*Continued from page* 1)

ing in the Dark," "Front and Center," "Whirlpool," "Wabash Avenue," "Oh, Doctor," "Twelve O'Clock High." Also the company will release Darryl F. Zanuck's "Pinky" nationally.

Other pictures currently being readied for release in 1950 include "Two Corridors East," "Night and the City," "Broken Arrow," "The Gun Fighter," "Love That Brute," "The Big Fall," "A Ticket to Tomahawk," "Cheaper by the Dozen" and "No Way Out."

With the conclusion of the Chicago meeting, home office executives left for the Coast where another regional will open in San Francisco tomorrow.

Monogram Gross

(*Continued from page* 1)

ter figure was reduced to $497,696 by a net tax refund of $480,414, however.

Consolidated assets totaled $5,066,080 on July 2, with liabilities at $3,989,856, according to the report. Bank loans had been reduced $1,100,000 and blocked foreign funds totaling $300,000 had not been included in assets or income.

Await Selznick

(*Continued from page* 1)

Friday. Sales policies for the two pictures, "The Fallen Idol" and "The Third Man," were outlined by Deneau.

Deneau further announced at the meeting that Henry G. Krum, former SRO Southern division sales manager, has returned to SRO as Southeastern division manager.

Series Dilemma Solved by Arnall

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, found he was unable to accomplish any work upon his return to New York from Paris last week, all of his associates in town being preoccupied with the World Series. Consequently, among the spectators at Ebbets Field for Friday's game was Ellis Arnall.

Cinecolor to Process Three-Color Feature

Hollywood, Oct. 9.—Cinecolor Corporation made a challenging bid for three-color processing business in the feature picture field by announcing a commitment to process in Cinecolor "Sunken Treasure," a James Burkett production for Eagle-Lion release, which will be photographed on Ansco color stock.

Except for cartoons, it is understood that the picture will be the first three-color feature production processed by any laboratory except Technicolor, Inc., which has in the past processed several films photographed in Ansco. The Cinecolor commitment to Burkett sets a price of five cents per foot, inquiry revealed. Technicolor's base price is believed to be about 6.22 cents.

Cinecolor's method of processing in three colors was developed by vice-president Alan M. Gundelfinger, who will report on it in detail at the Society of Motion Picture Engineers convention this week.

Series Video

(*Continued from page* 1)

casts to less than capacity audiences, due to its mix-up with the Federal Communications Commission which prevented advance advertising-publiicty. But patrons stormed the house after the word got around that the Series could be seen on television there.

However, television itself, as well as the Series games, was a strong draw to Scranton residents, most of whom never before had seen the new medium, let alone a World Series game. And the theatre was the only place in town where they could see both. The city's only station, owned by the Scranton *Times,* was given an experimental license only recently. There are few telvision receivers in homes there; none in bars or other public places. Signals must be picked up from New York or Philadelphia, 100 miles distant.

The experience of the other theatres offering large-screen telecasts of the Series' game in areas where public and private ownership of television sets is the rule rather than the exception, was just the opposite of the West Side Theatre's. None of the latter could boast a capacity attendance up to the weekend games. Some even lowered admission prices and employed special "stunts" to no avail.

Despite the fact that when the Series play moved from the 72,000-seat Yankee Stadium to the 38,000-seat Ebbett's Field in Brooklyn, ostensibly leaving in New York City some 34,000 who would be inside the ball park if it could accommodate them, Fabian's Fox Theatre, Brooklyn, failed to reach capacity. In fact, on Friday attendance at the 4,050 seat house during the telecast was estimated at a peak 1,350 persons.

Boost Prices

Weekend prices at the Fox were boosted to $1.50 from the $1.20 which prevailed for the weekday Series games. Regular prices at the Fox are 55 cents weekdays; 85 cents Saturdays and 95 cents Sundays. Telecast admissions include the regular double feature film program at the theatre.

At Pinanski's 1,800-seat Pilgrim Theatre, Boston, attendance for the telecast of the third game skidded to an estimated 650 persons and a gross of $800. The second balcony admission charge was scaled down to 85 cents from $1.25. House continued its $1.50 top for better locations. Price included the regular film program, also.

Attendance at B & K's State-Lake, 2,700-seat Chicago house, picked up a little for the third game. Auditorium was near capacity; balcony, half-filled. Advanced admission charge also included the regular film program there.

At the Tower and Oriental, Milwaukee, using a smaller (9x7) screen than the other four theatres, scales were cut to 50 cents plus tax for the third game, from the previous $1.50 and $1.80. In addition, the houses exploited the game in ball park fashion as a "Ladies' Day" special. Attendance continued to decline, however, with 40 people reported at the Tower.

The Scranton theatre held to its established 30 cents admission.

McConnell Is Named President of NBC

Joseph H. McConnell, formerly RCA executive vice-president, on Friday was elected president of its subsidiary, National Broadcasting Co., at a meeting of the NBC board of directors.

McConnell, who is 43, succeeds Niles Trammell who in turn was named NBC board chairman, which post was vacated by David Sarnoff. Sarnoff will continue as RCA board chairman.

RKO Stock

(*Continued from page* 1)

counter in the New York Stock Exchange, make up the remainder.

On the basis of current quotations in "B" trading, RKO's "A" holdings have an estimated market value of about $2,090,000. Last spring that figure was up to $2,860,000, but has since fallen off.

Other important money situations which the company must settle by Nov. 8 are topped by its joint ownership with Walter Reade of 11 theatres in Trenton and New Brunswick, N. J. RKO has offered to buy out or sell to Reade at $1,500,000. In the event RKO acquires full ownership of that circuit, the company would be required to dispose of one of the 11 theatres under terms of the decree.

the nation's most *distinguished* flight

"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood,*" and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

He gives the scene its heartbeat...

THIS meeting of mother and child is no make-believe—not to the movie-goers!

To them, it is as real as life itself, thanks to the director of the picture. Through his perceptive handling of action, dialogue, and camera, he has given the scene its human touch, its heartbeat . . . made the audience feel its warmth, its mood—and live the moment, one with the personalities on the screen.

And this achievement is the mark of his mastery of the dramatic; the gauge of his creative contribution to the motion picture art.

But if such artistry is to have full expression, the director must have the assistance of film that gives him ample freedom to achieve the effects he desires. This freedom he finds in the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 71 NEW YORK, U. S. A., TUESDAY, OCTOBER 11, 1949 TEN CENTS

N. Y. Court Okays RKO Extension

May Adopt Provisions From Col., 'U' Decree

Federal Judges Hand, Goddard and Coxe yesterday signed the RKO-Justice Department stipulation giving the corporation an additional six months for consummating reorganization under its consent decree.

While actual divorcement consequently is not due to take place until May 8, 1950, a Nov. 8 deadline still stands for the dissolution of partnerships in exhibition. Also on Nov. 8, the RKO film company must regard RKO Theatres as more or less disaffiliated, selling its

(*Continued on page 3*)

SMPE Bid for TV Engineers

HOLLYWOOD, Oct. 10.—Revision of the Society of Motion Picture Engineers' constitution to admit the Society of Television Engineers to membership was recommended by president Earl I. Sponable at the opening session of the organization's 66th semi-annual convention at the Roosevelt Hotel this afternoon. Sponable cited television's impact on the motion pic-

(*Continued on page 6*)

French Officialdom At 'Joan' Premiere

The French Naval Ministry has given permission for sailors of the battle cruiser *Jeanne D'Arc* to act as ushers at the premiere of the Walter Wanger production "Joan of Arc" at the Paris Opera House on Thursday, RKO Radio, the picture's distributor, reported here yesterday.

President of the French Parliament, Vincent Auriol, will preside at the premiere, and French Senate president M. Monnerville will attend. Phil Reisman, RKO Radio foreign operations vice-president, will fly to Paris to attend the opening.

Duty Concessions for U. S. Films And Equipment from 9 Countries

WASHINGTON, Oct. 10.—Substantial duty concessions on motion picture film and equipment were obtained from nine countries participating at the Annecy, France, tariff negotiations this summer, according to a State Department report issued today. Terms of the Annecy agreements were made public for the first time.

High among the victories obtained by the United States delegation, was the blocking of a four lire per meter duty proposed by Italy on sound tracks. This was to be levied in addition to a duty on the film. Another major concession was one from Denmark, which changed its 10 per cent *ad valorem* rate on films to a specific duty of two cents per foot.

In the opinion of Nathan D. Golden, head of the Commerce Department's motion picture section and film industry adviser at the Annecy negotiations, the industry "will benefit tremendously" from the concessions gained there.

The Annecy agreement was to have become effective today with the signature of the participating countries.

No U. S. concessions to other countries on films were involved, since the

(*Continued on page 2*)

Defendants Acquire Plaintiff's Theatre

The $1,200,000 New York Federal Court action instituted by Anwell Amusement Co., operators of the Albemarle, Brooklyn, against Century Circuit, Rugoff and Becker and RKO has been settled with the plaintiff assigning the 15-year lease on the house, along with liabilities of $174,000, to Bramarle Realty Corp., which was described in court yesterday as "an affiliate of certain of the defendants." Judge William Bondy signed the dismissal stipulation.

Kelly Working on Complex U. A. Deal

LONDON, Oct. 10.—Arthur W. Kelly, United Artists executive vice-president, is due back here tomorow from Paris to resume discussions of a long pending production-distribution deal with what is described as an important British group.

Although particulars of the deal are not known, it is understood that it involves an intricate financial arrangement which already has the approval of the Bank of England's Exchange Control.

B. F. P. A. Still Hopes for Anglo-U. S. Council Meet

LONDON, Oct. 10.—Although Sir Henry French of the British Film Producers Association is still hopeful for a meeting of the Anglo-American Films Council during the coming visit of Eric Johnston, Motion Picture Association of America president, American film officials here do not believe that other American members of the council will cross the Atlantic.

While the date of Johnston's arrival in London from his current ECA mission on the Continent still is indefinite, John McCarthy of the Motion Picture Export Association is scheduled to come here Oct. 20.

Informed Americans are wondering, too, what the Council would find to talk about if it did meet at this time.

It is considered likely that Johnston will have some informal discussions with Harold Wilson, president of the Board of Trade, concerning a possible extension of the existing monetary agreement. However, formal negotiations are expected to be on the government level on both sides because of the recent devaluation of the pound and the now accepted impracticability of the 40 per cent quota.

Wilson is known to be considerably concerned over the ineffectiveness of the quota principle and has had under review several revolutionary proposals in that regard.

French recently disclosed that a proposal was being considered for the formation of an International Confederation of Film Producers Association. Suggestion was first made at the recent Cannes Film Festival where an informal conference occurred without an American representative present. French was at pains to make clear that there was no intention to "squeeze the Americans out."

Feeling grows here that Sir Henry will shortly leave his BFPA post.

Court Refuses To Disturb Drive-in Rule

Decision on Invalidity Of Patent Is Upheld

WASHINGTON, Oct. 10.—The Supreme Court today refused to review a lower court decision holding the Hollingshead Drive-in Theatre patent invalid.

Industry lawyers have been watching for high court action in this case, and is expected to have wide repercussions in the drive-in business.

Park-in Theatres, Inc., present holder of the Hollingshead patent, which lays out the basic drive-in structure, has been collecting royalties from many drive-ins and seeking damages

(*Continued on page 3*)

Series TV Up At Weekend

Theatre telecasts of the World Series followed the pattern for the closing games over the weekend which had been established earlier by the three weekday games: no theatre had capacity attendance where the games could also be seen on "free" television, but attendance was good in most cases.

Attendance at the 4,050-seat Fabian

(*Continued on page 6*)

'U' Without Series Films in Newsreels

Universal Newsreel was barred by baseball commissioner Chandler from filming this year's World Series, and thus is the only newsreel not including clips of the Yankees-Dodgers classic in footage now being supplied to theatres.

Reason for Chandler's action against the company was that following last

(*Continued on page 6*)

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Columbus Day, a legal holiday.**

Early TOA Meet on Trade Practice Plan

Samuel Pinanski, president of Theatre Owners of America, is arranging for an early meeting, probably within one week, of those members of the organization's 17-member exhibitor-distributor relations committee who reside in New York and adjacent areas for the purpose of mapping an agenda for the meeting of the full committee which will follow shortly after.

TOA is anxious to avoid any delays in getting underway with its program looking to a solution of current exhibitor problems stemming primarily from competitive bidding and clearance variances.

SIMPP, AFM Reach Two-Year Contract

HOLLYWOOD, Oct. 10.—Agreement on a two-year contract between the American Federation of Musicians and the Society of Independent Motion Picture Producers has been reached. Bulk employment guarantees in the former contract were eliminated in consideration of rate increases in cases where small orchestras are used.

The basic rate agreed upon is $39.90 per man for a three-hour session when 36 or more musicians are employed, with the same rate prevailing for shorter sessions in the same picture. The rate goes up to $43.89 for orchestras of 28 to 35 men, $47.85 for 20 to 27 men, and $51.90 for groups of less than 20. A special provision permits payment of the basic rate for an 18-man orchestra on pictures budgeted at less than $100,000.

Sears to Fete Popkins

Harry M. Popkin, independent producer releasing through United Artists, and Mrs. Popkin will be guests at a reception to be given today by Gradwell L. Sears, United Artists president, at the 21 Club to mark their 25th wedding anniversary. Other guests will include top UA executives as well as others from the industry.

Hammell Sets New Dept.

A. L. Hammell, president of Railway Express Agency, has created. a new department to embrace both personnel and public relations under direction of Albert M. Hartung, who has been appointed a vice-president. Appointed assistants to Hartung are E. T. Williams and Alfred F. Hall.

'Columbus' Bows Tonight

J. Arthur Rank's "Christopher Columbus" will have its invitational premiere tonight at the Victoria Theatre here for the benefit of the Seamen's Church Institute.

Schine Adds Vaudeville

BUFFALO, Oct. 10.—Schine's Geneva Theatre at Geneva, N. Y., has added vaudeville to its film program.

Personal Mention

WILLIAM BRANDT of Brandt Theatres, New York, and MRS. BRANDT will be honored on their 40th wedding anniversary by a dinner-dance at the Hampshire House here on Saturday.

•

MRS. RUTH BOLTON, assistant manager of Loew's Poli Bijou Theatre in New Haven, has been appointed manager of the re-opened Poli Lyric at Bridgeport.

•

FRED QUIMBY, M-G-M short subject department head, will arrive here tomorrow from the Coast.

•

WALKER STEWART has been named managing director of the Majestic Theatre, Boston.

MONTAGUE SALMON, managing director of the Rivoli Theatre here, and MRS. SALMON will sail from New York for London Friday.

•

JEROME SAFRON, Columbia Western division manager; SAMUEL SEIGEL, publicist, and RICHARD STEPHENS, assistant, are in San Francisco from Hollywood.

•

JAMES R. GRAINGER, Republic distribution vice-president, and WALTER L. TITUS, JR., division manager, left here last night for Gloversville, N. Y.

•

HAROLD A. RITTER, Eastman Kodak's general manager, and MRS. RITTER, will sail from New York today aboard the *S. S. America.*

Film Companies to Observe Holiday

Four of New York film company home offices will be closed all day tomorrow, Columbus Day, with six scheduled to close at one P.M.

Those to close all day include Columbia, RKO Radio, 20th Century-Fox and United Artists. Closing at one will be Eagle-Lion, Film Classics, M-G-M, Monogram, Paramount and Universal. The Motion Picture Association of America will have a skeleton staff until one and will be closed thereafter. Up to a late hour yesterday Republic and Warner Brothers were undecided about closing.

Phil Fox Marks 25th Year

BUFFALO, Oct. 10.—Phil Fox, with Columbia for 25 years and manager of the Buffalo branch for the past 10, was honored today at a luncheon at the Hotel Westbrook. Also launched was the "Phil Fox Sales Drive."

Lippert Plans Suit Over Dezell Branches

HOLLYWOOD, Oct. 10.—Robert Lippert announces he plans to bring suit against Albert Dezell in consequence of what he charges to be the latter's withdrawal from a deal for the purchase of the Detroit, Cleveland and Cincinnati franchises held by Dezell for Screen Guild and Lippert productions.

Lippert said the franchises expire Oct. 17 and on that date Lippert Productions will open its own exchanges in those cities.

Name Jones Georgia's Booking Supervisor

ATLANTA, Oct. 10.—T. R. Jones, has been named buyer and booking supervisor for Georgia Theatres by William K. Jenkins, company president. Jones has been with the Georgia company for the past 10 years.

U. S. Films, Equipment Concessions

(*Continued from page* 1)

U. S. is a free market for films.

Here is a country-by-country breakdown on other concessions:

Dominican Republic: Duty on unexposed photographic film was lowered from 25 per cent to 20 per cent. Photographic camera equipment duties were reduced from 30 per cent to 25 per cent *od volorem* and a similar reduction was given for motion picture projection apparatus.

Finland: Motion picture films remained on a specific duty basis, although most commodities under the new agreement were put on an *od valorem* basis. A duty of less than ½ cent a foot was bound for motion pictures. Sensitized unexposed motion picture film will be admitted free of duty.

Greece: The rate on exposed motion picture film was bound at 200 metallic drachmas per 100 kilos. In addition, Greece's tariff concessions to other countries included concessions on motion picture equipment from which the U. S. benefitted.

Italy: Raw film, previously subject to an *od valorem* duty ranging from 30 per cent to 40 per cent, will enter under an *od valorem* duty of from 20 per cent to 28 per cent. The duty on motion picture negatives has been lowered from an *od valorem* range of eight to 60 lire per meter to an *od valorem* rate of four to 40 per meter. Motion picture positives have a new duty range of two to 40 lire per meter, reduced from a three to 60 lire range. Duty on newsreels has been reduced from five to three lire per meter.

Nicaragua: Concessions were obtained by the establishment of a new classification at a reduced duty for still and motion picture projectors and sound reproducing equipment. Duties were reduced from 41.25 per cent to 35 per cent *od volorem.* This concession, however, may be withdrawn in whole or in part after Dec. 31, 1950. A moderate duty was also obtained for unexposed film and low specific duty ceilings were assured for motion pictures. These duties were bound at $.7375 per thousand feet. On silent film of 1,000 feet the rate may be increased to $1.00 per thousand feet plus surtax per reel. On sound film the rate may be increased to $1,375 per thousand feet, including surtax. The duty rate on unexposed film was bound at 69 cents net kilo but this rate may be increased to a maximum of 85 cents net kilo.

Sweden: Motion picture films developed in Sweden were bound at the old rate of 1,580 crowns per 100 kilos and other motion picture films at 80 crowns (5 per cent). X-ray film will continue to be duty-free. Moderate duties were bound on photographic cameras and parts, including motion picture cameras.

Uruguay: No concessions were obtained on motion picture films, since the duties are low and cover only the material cost of the film. The Uruguayan delegates indicated that there was very little likelihood, however, of any increase in motion picture duties. The current rate is 260 pesos per 100 legal kilogram.

Haiti: A new tariff sub-item was created by Haiti at the request of the U. S. to permit duty-free entry of photographic films re-imported after being processed outside of the country.

Elect Jersey Allied Board Head Today

NEWARK, Oct. 10.—A board chairman will be elected tomorrow by the directors of Allied Theatre Owners of New Jersey at a meeting which will precede a general membership meeting at the Newark Athletic Club. Incumbent board chairman is Irving Dollinger.

Wilbur Snaper, organization president, will preside at the general meeting. Discussions will center around trade practices, theatre television, admission taxes and the threat of bingo to theatre business. Jersey Allied's delegation to the Oct. 24-26 national Allied convention in Minneapolis will be instructed tomorrow on the local organization's stand on public relations.

Snaper will present at tomorrow's meeting a report on last week's World Series large-screen television coverage at Fabian's Brooklyn Fox Theatre.

Maas Off at Weekend Without USSR Visa

Irving Maas, Motion Picture Export Association vice-president and general manager, will leave here at the weekend for Europe, probably by plane, to begin negotiating new deals for release of U. S. product in Eastern Europe countries, including some behind the "Iron Curtain." His tour is expected to take two to three months.

Although it is understood that Maas will seek to confer with Soviet officials on the projected deal under which the Russians would buy outright prints of Hollywood pictures in blocks of 20, he is not expected to have secured a Russian visa by the weekend. Following his arrival in Poland or Czechoslovakia it may be possible for him to secure a Russian visa.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents "My Friend Irma"
A HAL WALLIS Production starring
JOHN LUND • DIANA LYNN
DON DeFORE • MARIE WILSON
And introducing
DEAN MARTIN and JERRY LEWIS
PARAMOUNT TIMES SQUARE
In Person DEAN MARTIN and JERRY LEWIS
and FOUR STEP BROS. CAROLYN GRAY
DICK STABILE AND HIS ORCHESTRA
MIDNIGHT FEATURE NIGHTLY

NOW! Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

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Uphold Lower Court In Refusing Para. Case Intervention

WASHINGTON, Oct. 10.—The U. S. Supreme Court ruled today that the New York Statutory Court was right in refusing to hear two exhibitor challenges to the Paramount consent decree.

The New York court had denied Harry Norman Ball and Partmar Corp. the right to intervene in the Paramount decree proceedings to have provisions inserted to protect their special interests. The two exhibitors appealed to the High Court, but the Justices today affirmed the lower court's ruling. The High Court gave no reason for its action today.

Both Paramount and the Justice Department had opposed the appeals.

Partmar, lessee of the Paramount Theatre in Los Angeles, wants a provision to protect it from losing its lease. It claims Paramount will evict it otherwise. Ball, owner of the Penn Theatre in Ambridge, Pa., wants a provision in the decree to force the closing of the competing Paramount-owned State Theatre. He contends it is a "fruit of an illegal conspiracy" and should be taken away.

Today's action apparently ends the last possible legal challenge to the Paramount consent decree.

In opposing High Court review of the New York Court order, the Justice Department argued that "no showing nas been made that the government's representation of the general interests of independent exhibitors has been inadequate." It said the consent decree requires Paramount to give up the State Theatre in three years, and pointed out that private anti-trust suits against Paramount by both Ball and Partmar were pending in other courts and should determine the issues raised in the appeal.

If every exhibitor allegedly injured by Paramount were allowed to intervene in the consent decree, there would have been no consent decree, the Justices declared.

Fails to Act on Appeals of Lawson, Trumbo, Telefilm

The Supreme Court did not act today on the appeals by screen writers John Howard Lawson and Dalton Trumbo from their contempt of Congress conviction, nor on the appeal by Telefilm, Inc., from a California court decision ordering a new trial of its alleged unfair competition suit against Harry M. Warner and six others.

Reach Agreement in South Bend Suit

CHICAGO, Oct. 10.—An agreement in the South Bend Drive-in case has been reached, but awaits final approval of Paramount's general counsel in New York.

Hearings in the anti-trust suit which sought improved clearance from 30 days to 14 days have been conducted for the past two weeks before Federal Judge John P. Barnes, but came to a halt this morning when Ed Johnston, Paramount attorney, asked for the recess until New York's approval was effected. While terms were not made known, it is understood that among other terms, defendants have agreed to the reduced clearance.

Review

"Intruder in the Dust"

(Metro-Goldwyn-Mayer)

CLARENCE BROWN'S production, based on the William Faulkner novel, delves deeply and frankly into circumstances and attitudes which make possible mob lynchings in the South. It moves into its story swiftly and draws upon menace, suspense and eerie situations to capture and hold the interest of its audience.

An able performance by Juano Hernandez, as the proud, landowning Negro falsely accused of shooting a white man to death, gives considerable weight to the production. Claude Jarman, Jr., is the white boy in the small Southern town who has been befriended by Hernandez and who, on the eve of the lynching, succeeds in arousing the conscience of a handful of citizens who are able to save the victim from the mob while the murderer is being trapped.

Hernandez has been found beside the murdered man with a bullet missing from his pistol. He professes his innocence but is jailed and the mob gathers. His belief that a rifle shot from a distance killed the victim leads Jarman, Elizabeth Patterson and Elzie Emanuel, as a colored friend of Jarman's, to the murdered man's grave to exhume the body and seek the evidence. They discover an empty grave but their story interests the sheriff, Will Geer, sufficiently to make an investigation.

In a gruesome sequence, the body is discovered re-buried in quicksand, and exhumed. They plot to trap the murderer by announcing that Hernandez will be released from jail, feeling sure that the guilty one will go to Hernandez's home to silence him. The ruse succeeds and the murderer is trapped by his own father and the sheriff.

Much of the impact of the film derives from authentic backgrounds and characters in and about the town of Oxford, Miss., where much of the picture was photographed. Brown's direction is effective and he does not permit deliberations over the racial problems involved nor the evil of mob action to impede the progress of his story. He does not need to. The story speaks for itself.

Some of the dialogue is likely to fall upon Northern ears with greater shock than upon Southern ears to which, if it is not taken for granted, it is, at least, more familiar. Good characterizations are provided by Porter Hall, as the murdered man's father, Charles Kemper as the murderer, and David Brian as an attorney in the village who aids the falsely accused Negro. The screenplay is by Ben Maddow.

Running time, 87 minutes. General classification. For October release.

SHERWIN KANE

RKO Extension

(*Continued from page* 1)

pictures to the circuit in the same manner it licenses to all theatres, on a competitive, theatre by theatre basis and with no discrimination.

Provision is made for RKO to include in its decree any provision on film licensing contained in the final decree to be entered against Columbia and Universal, they being the only producer-distributor defendants remaining in the case. If restraints placed upon Columbia and Universal are less onerous, RKO may adopt them in lieu of the injunctions against itself.

In an affidavit accompanying the stipulation, J. Miller Walker, vice-president and secretary, told the court that more time was needed if the picture company is to emerge from the reorganization as a "vigorous competitor in production and distribution." He said a general recession, increased production costs and foreign market set-backs had caused "substantial losses" in production and distribution.

Walker's argument was that at a later date the picture company will be in a healthier position to operate on its own. He reported that the company was unable to negotiate an extension of its present $9,000,000 credit fund beyond the original reorganization date and that the fund was essential to maintain a sufficient product inventory. The banks involved could call the loan on the ground that reorganization of the corporation constituted a technical default.

Drive-in Rule

(*Continued from page* 1)

from others for patent infringement. The patent was issued in 1933 to Richard M. Hollingshead, Jr.

The high court gave no reason for its action today. It merely noted its decision not to review the decision.

The case before the court involved a suit by Park-in against E. M. Loew Drive-in Theatres, Inc. In 1937, Park-in licensed Loew to operate a drive-in in Providence. Loew was to pay a percentage of its gross receipts to Park-in as royalties. Loew paid these royalties in 1937, but in 1938 refused to pay on advice of counsel that the patent was invalid. Park-in cancelled the license and sued both for unpaid royalties and for damages for infringement.

Rhode Island District Court found for Park-in, but the First Circuit Court of Appeals said the patent was invalid for "want of invention" and that was the decision which the high court refused to upset today.

See Settlement of Greenberg's Suit

PHILADELPHIA, Oct. 10.—Out of court settlement of Jack H. Greenberg's clearance suit against seven major distributors on behalf of his Harbor Theatre in Stone Harbor, N. J., seems likely as the hearing scheduled for U. S. District Court here today was indefinitely postponed.

It was indicated that a settlement would not give Greenberg the absolute territorial first-run standing for the Harbor which he had requested in his suit. However, the arrangement agreed upon without prejudice last June, under which the Harbor's clearance after the Wildwood first-run had been reduced from 14 days to one day was seen as the probable permanent status.

PARAMOUNT PICTURES INC.
INVITES OFFERS FOR THE PURCHASE OF THE FOLLOWING STOCK WHICH IT NOW OWNS:

37,500 Shares of Class "B" Stock of

W. S. BUTTERFIELD THEATRES, INC.

AND

6,940 Shares of Class "B" Stock of

BUTTERFIELD MICHIGAN THEATRES COMPANY

Said W. S. Butterfield Theatres, Inc. Class "B" stock represents 25.8079% of outstanding stock and is all of the outstanding Class "B" stock. This stock is entitled to elect 1/3 of the Board of Directors.

W. S. BUTTERFIELD THEATRES, INC. owns and/or leases 65 theatres in 18 of the larger towns of Michigan, except Detroit, and has interests through subsidiaries in 26 theatres in 9 similar towns.

Said Butterfield Michigan Theatres Company Class "B" stock represents 33 1/3% of the outstanding stock and is all of the outstanding Class "B" stock. This stock is entitled to elect 1/3 of the Board of Directors.

BUTTERFIELD MICHIGAN THEATRES COMPANY owns and/or leases 20 theatres in 10 of the smaller towns of Michigan, and has an interest through a subsidiary in 2 theatres in 1 similar town.

Paramount Pictures Inc. is under no obligation to accept any offer.

Paramount Pictures Inc., as seller, will not pay any brokerage fees.

Additional information will be furnished on request. Inquiries should be addressed to Sidney M. Markley, Paramount Pictures Inc., 1501 Broadway, New York 18, New York.

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picture."
*—Eileen Creelm
New York S*

"One of the
season's
outstandin
production
*—Rose Pelsu
N.Y. Journal-Amer*

FROM THE F

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f motion-
icture
rtistry."
—Howard Barnes, Herald Tribune

"'Heiress' is Magnificent Bid for the Oscar."
—Lee Mortimer, Daily Mirror

"It must be hailed as a work of splendid art."
—Archer Winsten, N.Y. Post Home News

"Crackles with allusive life and fire."
—Bosley Crowther, New York Times

"One of the distinguished pictures of the year."
—Lew Scheaffer, Brooklyn Eagle

"Perfect... one of the enduring movie pleasures of our time."
—Alton Cook, N.Y. World Telegram

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MONA FREEMAN · VANESSA BROWN · SELENA ROYLE

Produced and Directed by WILLIAM WYLER • Screenplay by Ruth and Augustus Goetz
Based upon their stage play • Suggested by Henry James' novel "Washington Square

RCA Color Video Test 'Disappoints'

WASHINGTON, Oct. 10.—RCA gave its first public showing of its new color television system here today before FCC officials and the press. Unofficial observers were in general disappointed with the showing, and DuMont president Dr. Allen B. DuMont renewed his charges that "color television is still many years away."

The RCA system permits ordinary black-and-white receivers to pick up the colorcasts and reproduce them in black-and-white without any adjustment in the receiver. Most observers thought the picture was as good as that picked up from a regular black-and-white signal.

Series Telecasts

(*Continued from page* 1)

Fox in Brooklyn went to about 3,000 at game time on Saturday and was a little more than 2,000 at game time, Sunday. This, however, was regarded as substantially better than normal weekend business.

Some Brooklyn theatre executives pointed out that "repeater" attendance may have been discouraged by the fact that attendees of the first games who had seen the Fox's film program were in the position of paying an advanced admission to see the baseball telecast only, since the film program remained the same throughout the Series.

Saturday Tops in Chicago

Saturday attendance at Chicago's State Lake was reported as "near capacity" and the best of five games. Sunday attendance was below Saturday by about 1,800. Portions of the sixth and seventh innings were skipped at the Saturday telecast, and the audience complained audibly. During all showings of the series at the State Lake the film was hazy.

At Pinanski's 1,800-seat Pilgrim, Boston, the big-screen telecast of the fourth game drew an approximate 1,200 for an estimated gross of $1,800; the fifth game, at slightly reduced admission scales, drew about 1,250 for an estimated gross of $1,750.

At Comerford's West Side, 1,700-seat Scranton, Pa., house, attendance was at capacity for the weekend games with many turned away. The theatre was the only place in the city, public or private, where the telecast of the Series game could be seen. Also, regular admission of 30 cents was charged.

Milwaukee Low

Operators of the Tower and Oriental, Milwaukee, which charged advanced prices for a telecast of the games on seven by nine screen, declined to reveal attendance or gross figures but a check of the houses at the weekend showed about 500 in the 1,600-seat Tower for the Saturday game. Scales were reduced there from $1.50 and $1.80 to $1. Attendance at the Oriental was about the same and continued in that pattern on Sunday at both houses.

The Variety Club of New England, Boston, offered telecasts of the games to members and guests under arrangements made by E. Harold Stoneman, chief barker, and William S. Koster, executive director.

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Review

"Christopher Columbus"

(Gainsborough—Universal-International)

THIS is one of England's costliest attractions. "Christopher Columbus," bearing all evidence of a lavish production hand, looks it. In point of production trappings, its richness and its good taste leave little to be desired. Dramatically, there is considerable.

Always falling back on the use of dramatic license, "Christopher Columbus" nevertheless tells the essential story of the history books—how the Genoese navigator stood by his conviction of a world that was round, fumed and fretted until Queen Isabella made the expedition possible, landed in San Salvador, claimed the discovery for Spain, faced intrigue and jealousies at the court and his final undoing.

There are, of course, no surprises. History has seen to it that each major event has been telegraphed ahead to the audience. But, while nothing could have been done about that, much might have been done to infuse vitality into this very handsome film with its superb photographic values in Technicolor. "Christopher Columbus" has been given visualization, but not very much life.

The high order of excellence which marks the technical phases of the production is similarly characteristic of performances and direction. The principal players range from very good to good and thereafter, but their performances manage to remain aloof from the emotional reactions of the viewer. Thus, while it is correct to report that Fredric March as Columbus, Florence Eldridge as the Queen, Francis L. Sullivan as Don Francisco and Derek Bond as Diego play their roles with considerable competence, they do not succeed in stimulating very much by way of sympathy for or against them. Perhaps the events of which they were a part were too momentous.

This is a Sydney Box production for J. Arthur Rank. A. Frank Bundy produced and David MacDonald directed, from a screenplay by Muriel and Sydney Box and Cyril Roberts. Arthur Bliss' musical score, played by the Royal Philharmonic Orchestra, under the direction of Muir Mathieson, is a considerable asset. Production designed by Maurice Carter deserves particular commendation.

Running time, 104 minutes. General audience classification. For October release.

RED KANN

Universal Without

(*Continued from page* 1)

year's Series, Universal Newsreel reduced to 16mm. regular theatre footage filmed at that event and distributed it through United World, Universal's 16mm. subsidiary, it was said. Allegedly unauthorized, though not necessarily in violation of contract, Universal's production of lower-gauge films of last year's games "irked" some leaders of organized baseball, it is understood.

It is understood also that the action by the baseball commissioner against Universal was limited to this year's series. Hence, it is expected that the company will have cameramen on hand next year.

TV Engineers

(*Continued from page* 1)

ture theatre, and the increasingly common television and cinema engineering problems as reasons for opening the membership to TV engineers. The recommendation will be submitted to the SMPE membership by mail ballot.

Edward P. Curtis, guest speaker at the luncheon session, departed from the engineering theme of the convention to discuss the industry's economic problems arising from an "unbalance of trade" between U. S. and foreign nations. He pointed out there are two phases of this situation affecting film business: One concerning restrictions and quotas in effect before Britain's dollar crisis became so acute that devaluation became necessary; the other is the over-all problem now faced by all industries. Stating the U. S. has been exporting $5,000,000,000 more goods annually than it has been importing, he said, "We must import more or export less." Curtis urged cooperation as the only solution.

Election of Ralph B. Austrian as financial vice-president, Fred Bowditch as engineering vice-president and Frank Cahill as treasurer was announced. All other executives will continue in office.

The evening session was devoted to color. John G. Capstaff described Eastman's experimental 35mm. multilayer stripping negative. Ralph Evans, also with Eastman, gave an illustrated review of the photographic factors which must be observed to obtain depth perception in color photography. Charles H. Elmer, U. S. Navy, reported on the role played by color photography in the Navy's rocket test program. Ten additional papers on color are scheduled for tomorrow.

Mono. Stockholders Meet

HOLLYWOOD, Oct. 10.—Monogram's annual stockholders meeting will be held on Nov. 9 at the studio, president Steve Broidy announces.

Series Dents NY 1st-Runs

Although a few theatres are doing very well, business at the majority of New York first-runs is mild, substantially as a result of the stiff competition provided by the World Series which put a heavy dent in theatre matinee income. Those houses which include tomorrow in the current week on their books will have, of course, an assist in the anticipated strong holiday take.

'Pinky' Still Strong

A definite winner is Paramount's "The Heiress" with a stage presentation at the Music Hall which figures to amass a robust first week's gross of $150,000. "Ichabod and Mr. Toad" is good, but not outstanding, in its debut at the Mayfair where the first week's take might reach $25,000.

At the Rivoli, "Pinky" continues to draw big money, the second week's gross being estimated at $63,000. "My Friend Irma" with Dick Stabile, Dean Martin and Jerry Lewis on stage probably will give the Paramount about $70,000 in a good second week.

"Thieves' Highway" with the Ed Sullivan review and an ice show on stage is likely to do about $52,000 in sluggish five-day third week at the Roxy. Next there will be "Father Was a Fullback," opening tomorrow, earlier than the usual opening day. "That Midnight Kiss" with Gene Krupa's orchestra on stage is mild in its third week at the Capitol where the take is estimated at $45,000. "Jolson Sings Again" is headed for $24,000 in a fair-enough eighth week at the State.

2nd Week for 'Task Force'

"Task Force" with a condensed version of "High Button Shoes" on stage is likely to draw about $45,000 in a good second week at the Strand. "The Blue Lagoon" is on its way to a mediocre second and final week's gross of $10,000 at the Globe; it will be followed by "The Black Book" on Saturday. "Easy Living" will open at the Criterion tomorrow, succeeding "Sword in the Desert" which might do $12,600 in a seventh, final week.

"Spring in Park Lane" is still strong at the Trans Lux where $8,800 is apparent for a third week. "Quartet" probably will provide the Sutton with about $6,500 in a good 28th week. "Hamlet" should give the Park Avenue an adequate 54th week's gross of $6,700. "The Red Shoes" at the Bijou will take about $9,000 in a good 51st week. "Lost Boundaries" is figured to do about $8,600 in a so-so 11th week at the Astor. The 10th and final week of "The Window" brought the Victoria about $5,000.

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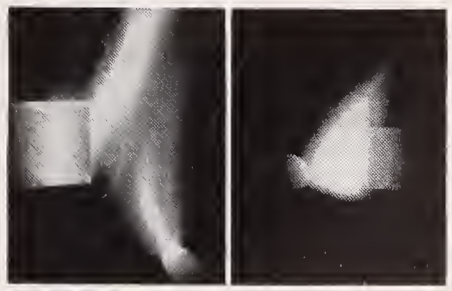

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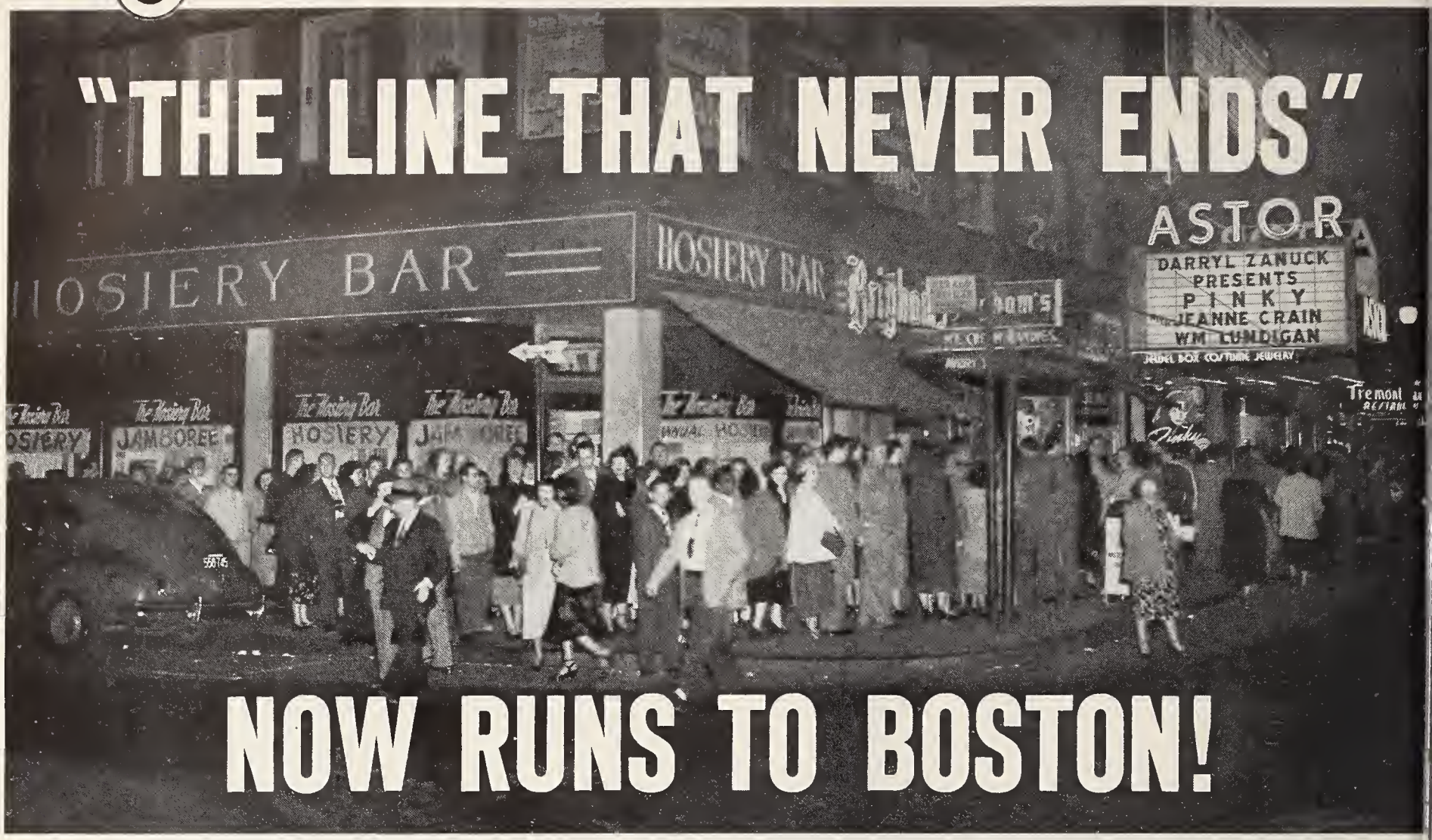

EVENT: 'PINKY'

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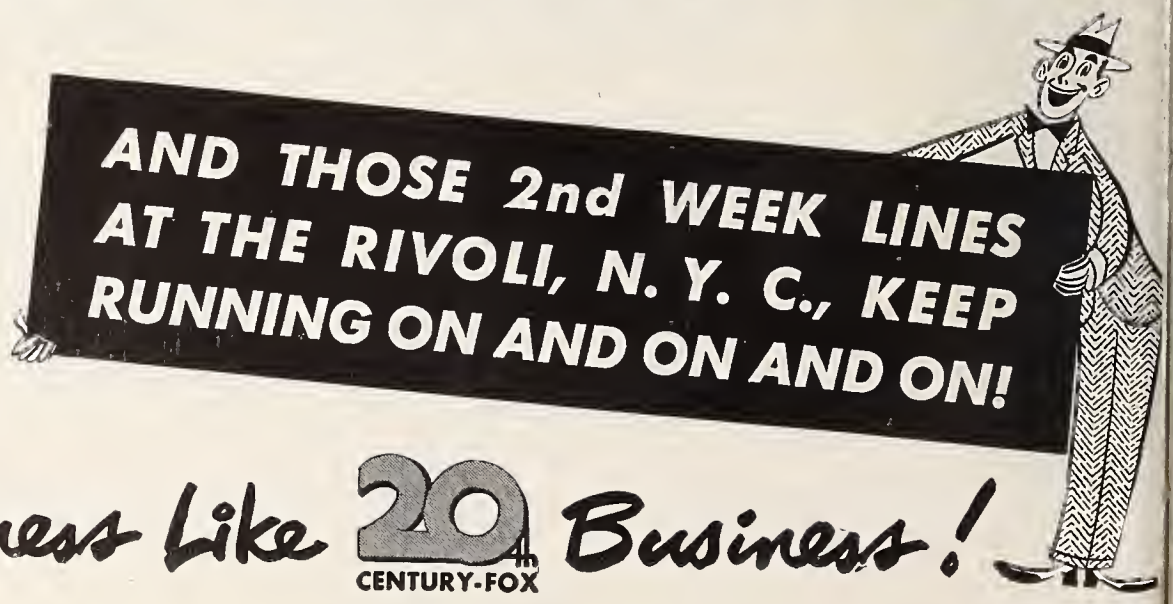

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VOL. 66. NO. 73 NEW YORK, U.S.A., FRIDAY, OCTOBER 14, 1949 TEN CENTS

Ascap, Video Networks in Final Accord

Will Sign Pact After Negotiating 9 Months

Climaxing nine months of negotitions, the American Society of Composers, Authors and Publishers and the major television networks have reached a final accord on terms for the blanket use of music on video, under which the Society's net collections will amount to about 1.8 per cent of gross time expenditures.

Virtually awaiting only the fixing of signatures, the deal is final and reportedly precludes the need for any further extension of the arrangement whereby Ascap music has been continuing on the air all this year

(*Continued on page* 5)

'U' Steps Up Ad Meetings

Meetings of Universal-International's advertising and publicity executives will be held every three months, reports David A. Lipton, national advertising-publicity director.

"This no longer is a business in which annual meetings to plan advertising and publicity campaigns are sufficient," Lipton declared. "Because of the highly competitive nature of the business, frequent meetings are necessary in order to keep all plans on an up-to-the-minute basis."

In Coast meetings of studio, home

(*Continued on page* 5)

May Ask Ky. Group To Join Tri-States

Memphis, Oct. 13. — Kentucky Theatre Owners Association, affiliated with the Theatre Owners of America, may be invited to join the Tri-State Theatre Owners at the latter's convention here next week. The Tri-State executive board today approved the invitation, which now goes before the board of directors and which, upon approval, will submit it to the Tri-States convention opening next Monday in Memphis.

Industry Lauded in U.S. Senate for Its Ideals and Services to Country

WASHINGTON, Oct. 13.—Declaring that the motion picture is "one of the most powerful instruments for freedom and democracy throughout the entire world," California Democratic Senator Sheridan Downey today cited the industry's efforts to keep sending films to every foreign country despite restrictions and currency troubles.

"It is costing the American motion picture industry millions of dollars to maintain a worldwide circulation of films today," he told the Senate. "The industry is direfully beset by tremendous difficulties. Stringencies in foreign exchange, restrictive quota laws and trade barriers of a wide variety are forcing the American motion picture industry into vast sacrifices. But it persists and it will persist in the role it has so sturdily and staunchly adopted. I doubt if any other private institution in all our history ever made such sacrifices for the good of our country and for the cause of democracy and freedom everywhere."

Downey described the recent all-industry public relations meeting in Chicago, quoting in full the declaration adopted by the meeting. Downey said he believed it "one of the loftiest documents of our times, symbolizing the spirit of one of our greatest industries, putting into words those things which the men and women who make our motion pictures, who distribute them and exhibit them believe with constancy and devotion."

Film Guilds Back 4A's Against AFM

HOLLYWOOD, Oct. 13.—The boards of the Screen Actors Guild and the Screen Extras Guild tonight offered an olive branch to their parent body, the Four A's, but re-affirmed their threat of secession if plans for the formation of the controversial "Television Authority" go through.

In a statement to be read at a general membership meeting of the American Federation of Radio Artists, held in New York at the Hotel Astor tonight, the boards backed the Four A's in its jurisdictional dispute with the American Federation of Musicians and denied that they had considered or discussed affiliation with James C. Petrillo's union.

In addition, the statement declared the confidence of the boards that solution of differences on the organization of talent in television can be found

(*Continued on page* 4)

C. B. DeMille Named 'Pioneer of the Year'

Cecil B. DeMille has been voted the "Motion Picture Pioneer of the Year" by the board of directors of the Motion Picture Pioneers, it was announced here yesterday by Jack Cohn, president.

Cecil B. DeMille

Recognition of DeMille's contribution to the industry was marked by his record of producing 68 pictures during his 38 years in the business.

Presentation of a plaque will be made to him on Nov. 16 at the Waldorf Astoria Hotel.

MGM Sales Meet Opens With Touchdown Sprint

M-G-M, in celebrating its 25th anniversary, faces the future "with confidence and optimism," William F. Rodgers, sales vice-president, declared here yesterday at the opening session of the five-day sales conference at the Astor Hotel. At the same time, Nicholas M. Schenck, Loew's president, in welcoming the delegates from the field, warned of "the rough road ahead," referring especially to events abroad.

More than 100 from the field and home office were in attendance as well as trade paper publishers and editors.

A spirit of gaiety pervaded the north ballroom which was decorated in football decor and resounded to the lilt of a 25-piece boys' school band.

Schenck commended the entire staff for their "very nice job of the last fiscal year," but stated the coming year would require their fullest exertions.

Rodgers declared his confidence stemmed from "the fine relationship with our customers." He also cited a production roster of "what promises to be the most important pictures of

(*Continued on page* 4)

Industry in Canada Forms Its Own Group

Plans to Draft Distinct 'P.R.' Plan; Not U.S. One

OTTAWA, Oct. 13.—The Motion Picture Industry Council, representing all branches of the Canadian industry, became a fact at the windup session of the national convention at the Chateau Laurier here this morning with the election of interim officers and unanimous passage of resolutions containing specific suggestions on public relations, box office, legislative problems and definite details on the financing and organization of the new body.

Named to the four key executive positions were John J. Fitzgibbons, president of Famous Players-Canadian, as chairman; David Griesdorf,

(*Continued on page* 5)

SPG, SOPEG Vote Strike

"The Screen Office and Professional Employes Guild and the Screen Publicists Guild are backed by substantial resources and are prepared to maintain a long strike," Len Goldsmith, SPG business manager, declared here yesterday, following the announcement that the membership of both unions had voted to authorize a strike.

Home office personnel numbering some 2,755 would be affected by the

(*Continued on page* 4)

Allied Skeptical on Series Theatre Video

Washington, Oct. 13. — Allied States is still taking a skeptical, go-slow attitude on theatre television.

A bulletin issued today by Allied counsel Abram F. Myers reported that committees of Allied Exhibitors that attended theatre telecasts of the World Series concluded that: "Conceding big screen theatre television is here as a scientific fact, the question remains, what can be done with it? That question is as far from being solved as it ever was."

Personal Mention

ELLIS ARNALL, Society of Independent Motion Picture Producers president, arrived in Hollywood yesterday from New York and will report on the foreign situation to the SIMPP membership today.

•

EDWARD T. CHEYFITZ, special assistant to Motion Picture Association president ERIC JOHNSTON, will leave Washington today for Europe, where he will join Johnston in Rome.

•

W. B. POTTER, Eastman Kodak advertising director, has been elected chairman of the board of the Association of National Advertisers.

•

B. J. KRANZE, Film Classics sales vice-president, is visiting exchanges at Dallas, Atlanta, New Orleans and Charlotte.

•

JOHN JOSEPH, M-G-M advertising executive, has returned here from the Coast.

•

JACK ROHER, head of Peerless Films, Ltd., of Toronto, Winnipeg, and Montreal, is in New York.

•

STEVE STRASSBERG, Film Classics assistant advertising-publicity director, is in Washington from New York.

Variety Delegates to Visit Saranac Lake

All tent representatives coming to New York for the annual mid-year conference of Variety Clubs International will be taken by special train to Saranac Lake to inspect the Variety Clubs-Will Rogers Hospital. The conference will get underway on Tuesday, Oct. 25, at the Hotel Astor, and the tent representatives will arrive in New York on Sunday, Oct. 23, to leave that night for Saranac.

A dinner for the visitors, patients and staffs from all institutions in the area, will be served during which talks will be given by William McCraw, executive director of Variety; Chick Lewis, executive vice-president of the hospital, and others. After dinner the Barkers will be taken to Fred Schwartz's Timberdoodle Lodge at Lake Placid for a cocktail party.

O'Donnell to Induct London Variety Club on Oct. 20

With R. J. (Bob) O'Donnell, international chief barker, officiating, the new Variety Club of Great Britain will be inducted and presented with its charter on Thursday night, Oct. 20, at the Savoy Hotel in London.

Colonelship to Brown

OXFORD, Miss., Oct. 13.—To commemorate the filming and world premiere of "Intruder in the Dust," producer-director Clarence Brown presented Mayor R. X. Williams of Oxford with a bronze plaque which soon will hang in City Hall. Brown, in return, was made a Mississippi Colonel on the staff of Gov. Fielding Wright.

Rathvon Sees Full E-L Lineup for '50

Envisioning a line-up of product for Eagle-Lion for all of 1950, film financier N. Peter Rathvon revealed here yesterday the extent to which his Motion Picture Capital Corp. would figure in the distribution company's immediate future.

Rathvon's firm has completely financed four which will be released by E-L, he said. They are: "Sundowners," produced in Technicolor by Alan LeMay and George Templeton; "Rupert," produced by George Pal; "Beloved" (tentative title), produced by Bert Granet, and "Destination Moon," to be produced by Pal. Both Pal pictures will be "live action." E-L is due also to get for release the Collier Young-Ida Lupino production, "Never Fear," which previously was scheduled for Film Classics distribution.

The independent production field is getting stronger, Rathvon believes. If there were no independent production, he held, the industry would "lose a lot of its spontaneity."

E-L operations vice-president William C. MacMillen, Jr., said yesterday the company itself is provided with financing in excess of $1,000,000 for the backing of independent production with "first" or "second" money. Also, E-L general sales manager L. J. Schlaifer declared the company's sales organization could handle satisfactorily about 52 pictures a year.

Suggestive Copy Closes Mass. House

BOSTON, Oct. 13.—License of the Taconic Theatre in Williamstown, Mass. was suspended through next Sunday by the board of selectmen after the management refused a request that two French films advertised for presentation be withdrawn. Reason for the suspension of the license was protests from citizens who regarded the advertising as "suggestive." The films were "Passionelle" and "Torment."

Jack Warner Cited For Welfare Work

HOLLYWOOD, Oct. 13.—Jack L. Warner was honored for his efforts as president of the United Jewish Welfare Fund at a dinner given by the organization's key men tonight at the Ambassador Hotel. Honored with Warner were M. F. Berg, 1949 campaign chairman, and Henry Ginsberg, industry chairman.

To Film Life of Mary

An Italian film company has been formed to make a full-length picture of the life of the Virgin Mary, to be shown in 1950 during Holy Year, according to press dispatches from Rome. The feature will be called "The Life of Mary in History and Legend," with the sound track made in five languages, it was reported. The company, whose honorary president is Prince Francesco Chigi, banker, was said to be holding a competition to find the most suitable actress to play the title role.

Joint Operations By Competitors Cited as Illegal

Seeking yesterday a U. S. Supreme Court hearing of the Fifth & Walnut $2,100,000 triple-damage anti-trust action against major distributors, plaintiff's attorney Monroe E. Stein has embodied in his petition for a writ of certiorari the charge that "every joint operation by competing exhibitors of a theatre is illegal *per se* under the decision in the U. S. versus Paramount case."

The petition, which is due to be received in Washington today, repeats the principal contention raised by the plaintiff during hearings here in U. S. District Court and the New York Circuit Court of Appeals, namely, that the findings of fact and conclusions of law in the Paramount case are now admissible in private anti-trust suits. In both previous trials presiding judges disagreed with this contention, and verdicts were rendered in favor of the distributors.

Asserting that he was "relying on the Kogod and Burka case against Stanley Theatres" in bringing his charge that joint theatre operations are illegal, Stein pointed out yesterday that the Brown Theatre, Louisville, was operated jointly by Loew's and Fred Dolle prior to Sept., 1946, and was provided with the product of all distributors but Warners on a move-over. Fifth & Walnut operated the National Theatre, Louisville, and plaintiff has charged that the defendants conspired to deprive that house of product. Suit covers the period from Dec., 1943 to July, 1946.

Plan Mass Bookings For 'Quartet' in N. Y.

Success of the day-and-date booking of J. Arthur Rank's "Quartet" in 18 Philadelphia theatres makes it the logical picture to lead off Eagle-Lion's new policy of booking such films into standard rather than art theatres, W. J. Heineman, E-L distribution vice-president, declared here yesterday.

Heineman said if "Quartet" does not get Loew's and RKO circuit bookings in New York, plans are being made to mass-book it in 50 to 75 independent houses here with E-L and the theatres cooperating on large-space advertising in New York papers, thus applying the formula used in Philadelphia.

Ship New Screens Abroad

All foreign houses of Loew's International will be equipped with the new Glascreen, it is announced by Herman Gluckman, president of Nu Screen Corp., with shipments to India complete. Other shipments will follow as export licenses are obtained.

$26,000 for 'Pinky'

BOSTON, Oct. 13.—"Pinky," Darryl F. Zanuck production for 20th Century-Fox, completed its first week at the Astor Theatre here today to what was described as an all-time record business of $26,000.

Production Index Rises on Coast

HOLLYWOOD, Oct. 13.—The production index has resumed its upward movement, with a total of 29 in work. Ten pictures were started, while four were completed.

Started were: "Military Academy" and "Captive Girl," Columbia; "The Flying Saucer," Independent; "Blue Grass of Kentucky" and "Borrowed Guns," Monogram; (Untitled), Paramount; "Singing Guns," Republic; "The Victim," "The Rockbottom" and "The Hawk and the Arrow," Warner Brothers. Completed were: "A Mother for May" and "Trail of the Rustlers," Columbia; "Bomba on Panther Island," Monogram; "Sierra," U-I.

Wright in Trust Case

WASHINGTON, Oct. 13.—Robert L. Wright, former Justice Department anti-trust attorney, will be associated with Harold Schilz and John Claggett in preparing and arguing the appeal of H. B. Meiselman against a District Court decision throwing out his anti-trust case against the Wilby-Kincey circuit and major distributors.

Schochet to SG Post

Harry Schochet, formerly with Paramount Pictures' New York branch, has resigned to become office manager and chief accountant for Screen Guild's New York office.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
"My Friend Irma"
A HAL WALLIS Production starring
JOHN LUND • DIANA LYNN
DON DeFORE • MARIE WILSON
And introducing
DEAN MARTIN and JERRY LEWIS
PARAMOUNT TIMES SQUARE
In Person DEAN MARTIN and JERRY LEWIS
plus FOUR STEP BROS. CAROLYN GREY
Extra Added Attraction
DICK STABILE AND HIS ORCHESTRA
GEORGE WRIGHT at the Organ
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

FRED MacMURRAY - MAUREEN O'HARA
IN
"FATHER WAS A FULLBACK"
A 20th Century-Fox Picture
On Variety Stage in Person—BENNY GOODMAN
IN HIS JAZZ REVUE
ROXY 7th Ave. & 50th St.

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MAKE WAY FOR THIS ONE!!

It's the true story of the gallant stallion whose fight for fame brought an oldtimer his big dream and two young-timers their big love!

THE STORY OF SEABISCUIT

COLOR BY TECHNICOLOR

STARRING

SHIRLEY TEMPLE · BARRY FITZGERALD · ALSO STARRING LON McCALLISTER

DIRECTED BY
DAVID BUTLER · PRODUCED BY WILLIAM JACOBS

WRITTEN BY JOHN TAINTOR FOOTE

WARNER BROS. ARE GEARED TO GO AS NEVER BEFORE

TRADE SHOWS OCTOBER 24

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:30 P.M.

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:30 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:00 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room
216 East 1st South • 2:00 P.M.

SAN FRANCISCO
Republic Pict. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M.

SMPE, Video Group Hold Joint Session

HOLLYWOOD, Oct. 13.—A joint session with the Society of Television Engineers highlighted today's session of the Society of Motion Picture Engineers convention, occupying the afternoon and evening, with conventioneers leaving Hollywood after lunch for Mount Wilson, where they were guests of Dr. Ira S. Bowen, director of Mount Wilson and Palomar observatories. Television installations atop Mount Wilson and the 100-inch telescope were inspected by delegates with STE chairman Peter Hole explaining the unique television requirements in the Los Angeles area.

Guest speaker Dr. Vladimir Zworykin delivered the evening address, tracing steps by which the television camera was developed from the original iconoscope until the present time when, he said, "within limitations" it can duplicate the function of the human eye. He predicted that the entertainment field ultimately will represent only a fractional aspect of television's place in civilization.

Seventeen papers and two committee reports are scheduled for the concluding session tomorrow.

Waller Reports He Has Third Dimension

HOLLYWOOD, Oct. 13.—Fred Waller, head of Cinerama Corp., Huntington, Long Island, today told MOTION PICTURE DAILY that he will demonstrate a three-dimension motion picture process at the next semi-annual SMPE convention, probably making the first public presentation shortly before or after that time. Waller, inventor of the Waller Flexible Gunnery Instruction System, said his three-dimensional system, on which he has worked 11 years, is a further extension of technical devices used for gunnery. Post-war development of the Waller inveniton for theatre use has been financed by Lawrence Rockefeller.

Monogram Producers Realigned by Broidy

HOLLYWOOD, Oct. 13.—Realignment of producers at Monogram, now totaling 13 and revealed yesterday by president Steve Broidy, finds Frank and Maurice King, Scott R. Dunlap and Paul Short assigned to Allied Artists productions, and Lindsley Parsons, Jeffrey Bernerd, Hal E. Chester, Jan Grippo, Walter Mirisch, Barney Gerard, William Broidy, James S. Burkett and Peter Scully producing for Monogram.

Monogram's Entire Board Renominated

HOLLYWOOD, Oct. 13.—Monogram's 10 directors have been nominated for reelection at the annual meeting of stockholders scheduled for Nov. 9 in Hollywood. They are: W. Ray Johnston, Samuel Broidy, George D. Burrows, Edward Morey, Herman Rifkin, Howard Stubbins, Charles Trampe, William Hurlbut, Arthur C. Bromberg and Norton V. Ritchey.

TV Group to See Color

WASHINGTON, Oct. 13.—The television committee of the Motion Picture Association of America has scheduled a trip from New York to Washington for next Wednesday to see color television demonstrated by RCA.

Public Relations to Top Allied Convention Agenda

WASHINGTON, Oct. 13. — Allied States' stand on the all-industry public relations program will occupy top attention at the upcoming board meeting and convention, a bulletin from Allied counsel Abram F. Myers revealed today.

Other items to be taken up at both meetings will include theatre television, the relation between drive-ins and closed-in theatres, how distributors are carrying out their commitments on flat rental selling, progress in theatre divorcement, complaints about forced selling, and the advisability of more regional reports on box-office performance.

The meetings will be held in Minneapolis. The board meeting will be Oct. 22 and 23, the convention Oct. 24, 25 and 26. On Oct. 21, there will be a meeting of the Caravan Committee and then a general Caravan meeting.

Among those invited are Ned Depinet, William F. Rodgers, A. W. Schwalberg and George Murphy.

The meetings will also study charges of unfair trade practice provisions by the distributors, especially competitive bidding and forcing of pictures. They will also consider what is being done and can be done about print shortages, hear reports on the results of the Baltimore plan, the Iowa-Nebraska campaign and other box-office promotions, and study the possibility of employing an insurance analyst to study conditions in the several Allied territories with a view to securing rate reductions.

SPG, SOPEG Strike

(*Continued from page* 1)

strike. Although a total was unavailable, it was said by the SPG the vote was "overwhelmingly" in favor of a strike. SPG's constitution requires a membership vote of at least 75 per cent in order to strike.

Goldsmith said the strike would come any time within the next five days and without advance warning. Members are prepared to walk out at a moment's notice, it was said.

Goldsmith saw little possibility of averting the strike, saying that "the industry has left us no alternative." He predicted the strike would destroy the industry's public relations program. Plans are now being formulated "to place thousands of pickets before all theatres playing struck product."

Affected by the dispute will be 20th Century-Fox, Loew's, M-G-M, Columbia, Universal-International, Paramount, RKO Radio, Warner Brothers, National Screen Service, Sargoy and Stein and Confidential Reports, Inc.

Efforts to reach Major Leslie Thompson, chairman of the companies' negotiating group, for comment yesterday, were unsuccessful.

James A. Wotton

James A. Wotton, formerly in charge of sound and general maintenance in Warner Brothers' Albany territory, died Monday at the Will Rogers Memorial Hospital at Saranac Lake after a long illness.

Film Guilds Back

(*Continued from page* 1)

within the Four A's, but on the basis of the resolution offered by the Guilds and defeated at the international board meeting held in New York on Oct. 5. Under this resolution, SAG and SEG would retain jurisdiction over all films made for television.

Replying to charges that they seek to take over members from other branches of the Four A's, the Guilds offered "complete interchangeability of members with no additional dues payments."

"If in spite of the reasonable approach of the Guilds," the statement concluded, "the sponsors of the proposed Television Authority insist upon invading the Guilds' motion picture field, then they will be solely responsible for forcing an unwarranted and unjustifiable jurisdictional war."

Mary Bien, 79

CINCINNATI, Oct. 13.—Mary Bien, 79, the mother of William Bien, local circuit operator, died today at the Jewish Hospital here. Two other surviving sons, Fred and Clifford, are associated in the operation of the theatres.

R. E. Vining, 48

PALO ALTO, Cal., Oct. 13.—Robert Edward Vining, 48, former executive assistant to Eric Johnston, president of the Motion Picture Association of America, died here Tuesday.

MPIC Urges Crime Cleanup, Training Of Newcomers to Combat 'Notoriety'

Hollywood, Oct. 13. — Two resolutions bearing upon "circumstances that constantly bring notoriety upon the name of Hollywood" were passed at the regular monthly meeting of the Motion Picture Industry Council as a guide to better industry public relations.

The first reads in part: "Whereas the Hollywood area long has been made a special target of extortionists, shakedown artists and other criminal elements . . . be it resolved that the MPIC will extend every cooperation to all law enforcement agencies . . . to further reduce or completely eliminate this source of notoriety, disrepute and public jeopardy."

The second states: "MPIC recommends to all concerned a policy and program by which all young and impressionable newcomers to the industry be given early orientation into the responsibilities and blandishments that go with public prominence so that they may be better fitted to face problems arising from such responsibilities."

MGM Meeting

(*Continued from page* 1)

our entire career." Rodgers said he also was encouraged by "new blood" entering the company's ranks and the industry's.

Lauds Chicago Parley

"My belief in the security of the future is further strengthened by the sincere approach of those pioneers in our industry who together with the younger generation proved by their recent activities at Chicago that they recognize the need for better understanding between all elements of our business, that a more common ground can be found on which we can all prosper together," Rodgers said.

He declared he was not "to excited by television except as another type of competition." He added that when he reads about the thousands going to baseball, football, basketball games, etc., "I know that the job of getting increased patrons into the theatre is not an easy one. Yet I think we are equal to the test and will meet it successfully."

Tribute to Trade Press

Rodgers in particular paid tribute to the trade publications, saying their contribution to the industry "has been great." He asserted that "they represent a medium through which we can speak to our customers and they in turn can speak to the trade. . . ."

Schenck, whom Rodgers said "used to be an exhibitor but I believe is now a distributor," presented an inscribed platinum watch and chain to W. A. Banford, Central district manager, for "all-around excellence of management. It was the first presentation of a "president's watch" to a sales executive.

Rodgers said he had "no new policies to announce" that old ones would be "streamlined," if they needed it.

'Daily News' Section To Cover Industry

New York Daily News Sunday rotogravure section on Oct. 16 will be entirely devoted to the motion picture industry through the efforts of Russell Stewart of M-G-M's publicity department under Howard Dietz, advertising-publicity vice-president.

Stewart is said to have initiated the project five months ago with William White, the paper's picture editor. The 32-page section will be in a variety of colors featuring films of 11 distributors.

No Admission Taxes On 'Arc' in Finland

"Joan of Arc" can be presented in the 462 motion picture houses of Finland without admission taxes because of a special dispensation from the Finnish government on the Sierra Pictures' production, RKO reports here. The waiving of admission taxes places this picture in a privileged category, according to Phil Reisman, RKO Radio vice-president in charge of foreign operations.

'Joan' Sets Opening Day Records in Cuba

HAVANA, Oct. 13.—New all-time high grosses for opening days were set by four theatres with the simultaneous release this week of Walter Wanger's "Joan of Arc," distributed by RKO Radio. The records were set at the America, Havana; the Cuba, Santiago; the Casablanca, Camaguey, and Silva, Santa Clara, despite inclement weather and strong competition.

MPRC Lists Savings On Production Costs

Hollywood, Oct. 13. — Savings for each studio of $20,000 annually in removal and reconditioning costs, new designs which have reduced set construction costs 40 per cent, and a new wind machine 400 per cent more efficient than its predecessors are among the achievements of the Motion Picture Research Council in the past year, Council president Wallace V. Wolfe disclosed in his annual report released today.

Although the report features Council attainments bearing directly on reduction of production costs extensive research in set lighting, location lighting, etc., has been conducted. Research is now being carried on in third-dimensional photography, color, and the application of television to film production.

RKO Drops Interest In Yonkers Theatre

Continuing dissolution of partnership operations, RKO Theatres has sold its 30 per cent interest in the Park Hill Theatre, Yonkers, N. Y., to Cinema Circuit, giving the latter 100 per cent ownership. Paramount some time ago relinquished its 10 per cent in the theatre.

RKO reportedly collected about $60,000 from Cinema in the deal.

Canada Industry Forms Own Group

(*Continued from page* 1)

general manager of Odeon Theatres (Canadian) as vice-chairman; Arch Mason, of Nova Scotia Allied Exhibitors, secretary-treasurer; and Arch. H. Jolley of Motion Picture Theatres Association of Ontario, assistant secretary-treasurer.

In winding up the proceedings, attended by some 60 delegates and observers from production, exhibition and distribution across Canada, Fitzgibbons expressed great enthusiasm and satisfaction for what had been accomplished in the two days of intensive general and committee meetings.

Despite the prediction here by Francis Harmon, vice-president of the Motion Picture Association of America, at yesterday's session that within "three to six months" Canada's new all-industry group and the one formed by the U. S. industry at Chicago in August "would be organized in one body under the same name," work within one committee meeting proceeded on the premise that the new Dominion organization would set up a public relations program of its own, instead of following the Chicago plan.

Harmon's prediction came as a considerable surprise to the delegates, a good portion of whom have the feeling that the new group should be kept as individually Canadian as possible, since it was felt that many of the problems in the U. S. did not really affect the Canadian industry.

Though the various resolutions—five in all, covering general public relations, box office promotion, intra-industry relations and finance and organization—were given unanimous approval by the general assembly today, a considerable amount of discussion arose over whether the larger organizations should have proportionately higher representation on the permanent council, since they would be contributing the major share of the costs. However, the issue was finally resolved with the contention from other delegates that since it was the industry as a whole that was the important thing, the various groups must be satisfied to forego personal interests. A satisfactory system of representation was then established.

'U's' Ad Meetings

(*Continued from page* 1)

office and field representatives just concluded by Lipton, there was a review of the technique of advertising-publicity in relation to the changing conditions within the business which have a strong effect upon the marketing of films.

"Since U-I initiated a regular program of regional premieres, followed by mass-area bookings, Lipton and his staff have concentrated on keeping U-I a leader in the industry in this form of selling," according to a home office statement.

At the meetings just concluded at the studio, plans were mapped for promotional campaigns and premieres on "Bagdad," "Woman in Hiding," "South Sea Sinner," "Free for All," "Francis," "The Story of Molly X" and "The Kid From Texas."

Para. Stock - Buying Hits Million Shares

With Paramount's purchase of 27,200 more shares of its common stock last month on the open market, the number of such shares accumulated in the company's treasury since the stock-buying program was announced in Nov., 1946, by company president Barney Balaban, has passed the one million figure, a total of 1,006,015 shares having been bought by the company to date.

Ascap, Video

(*Continued from page* 1)

with the understanding that a deal, when agreed upon, would be retroactive to Jan. 1.

However, the Oct. 15 arrangement deadline has been extended another 15 days for individual stations, some of which have expressed preference for licensing the Ascap repertoire on a per-program basis, terms of which are now being negotiated.

Of the four networks, only DuMont has been showing interest in possibly paying for the Ascap music at a per-program rate but this is said to have little bearing on the blanket deal with Ascap.

To Build Drive-in

MILWAUKEE, Oct. 13.—Construction of a 1,000-car drive-in in Waukesha County has been announced by Edward J. Lipson of this city.

ALLIED WELCOMES EVERY INDEPENDENT EXHIBITOR TO MINNEAPOLIS

for its

SIXTEENTH ANNUAL CONVENTION
TWENTY-FIRST BIRTHDAY CELEBRATION

Hotel Nicollet

October 24, 25, and 26

Every independent exhibitor in the country, regardless of whether or not he is a member of Allied, is urged to come to Minneapolis to attend this big Convention. The working of the history-making decision in the Paramount case, the defeat of ASCAP, film buying, and every phase of theatre operation will be discussed by experts and by the rank and file.

Come and see and hear and talk with—Allied Leaders

DISTRIBUTION LEADERS
RODGERS OF M-G-M
SCHWALBERG OF PARAMOUNT
DEPINET OF RKO
. . . and many others

STARS . . .
GEORGE MURPHY
JUNE HAVER
JANE POWELL
CHILL WILLS
ROY ROGERS
DALE EVANS
. . . and others

FOR YOU AND YOUR WIFE
NIGHT CLUB PARTY
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Write NOW for hotel reservations to:

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NO. 7 IN A SERIES

NIGHT

AND DAY

'PINKY'

THE LINE THAT NEVER ENDS IS GOING STRONGER THAN EVER!

There's No Business Like 20th CENTURY FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 72 NEW YORK, U.S.A., THURSDAY, OCTOBER 13, 1949 TEN CENTS

Canadian Film Industry Seeks United Front

Exhibitors Model Meet On Chicago Parleys

OTTAWA, Oct. 12.—For the first time in its history, the Canadian film industry is attempting to form a united front at the all-industry convention which opened here today at the Chateau Laurier.

Originally, the meeting was to be known as the gathering of the national committee of Motion Picture Exhibitors Associations of Canada, but it was later decided to expand this exhibitors conference into an all-industry meeting along the lines of the recent industry convention held in Chicago.

This action was taken by an 11-

(*Continued on page 4*)

New Kreisler Firm Formed

B. Bernard Kreisler, former distribution executive for Universal and Lester Cowan Productions, has been named president of International Film Associates, newly-formed company which will distribute selected foreign films in the Western Hemisphere and will function in allied capacities for both American and foreign producers.

Kreisler returned to New York this week after spending four months sur-

(*Continued on page 4*)

McConnell to Fight 'Stable' Extension

CHICAGO, Oct. 12.—Thomas McConnell, Jackson Park attorney, will appeal the six-week playing time extension terms granted to 20th-Fox for "Come to the Stable" by Federal Judge Michael Igoe last week. McConnell stated that although the film is scheduled to open Saturday at the United Artists Theatre for eight weeks, he would seek a stay of execution either before Judge Igoe or the Circuit Court of Appeals. He contends the Jackson Park decree does not contain anything granting distributors the right to seek extensions on important films, and therefore constitutes a violation.

Kodak's Evans Gets Sam Warner Award

Hollywood, Oct. 12.—For scientific film contributions, Ralph M. Evans of Eastman Kodak's color department, tonight received the Samuel Warner Award of the Society of Motion Picture Engineers. The award is presented annually for outstanding work in the sound motion picture field.

Evans was formerly with the Fox Film laboratory in New York, was an expert on color processes with 20th Century-Fox, and was head of research for DeLuxe Laboratory, New York.

New Color Methods Demonstrated at SMPE Convention

HOLLYWOOD, Oct. 12.—Color was the key subject of yesterday's sessions of the Society of Motion Picture Engineers convention, with afternoon and evening meetings held at the Academy Award Theatre to facilitate demonstration of various processes described by the speakers. The evening session was devoted entirely to six reports by du Pont engineers explaining and demonstrating a new color print stock now being offered to the trade.

Du Pont executives W. A. Stanton, J. P. Weiss and A. B. Jennings traced the research from the beginning, stressing the point that the new stock is first in which gelatin has been

(*Continued on page 4*)

RKO Sets 10 For Quarter

RKO Radio has scheduled 10 features for release during the final quarter of the year, it is reported by distribution vice-president Robert Mochrie.

Going into general release at present are "Easy Living," Samuel Goldwyn's "Roseanna McCoy" and Walt Disney's "Adventures of Ichabod and Mr. Toad."

Set to follow are: "She Wore a Yellow Ribbon," "They Live By Night," "Bride for Sale," "I Married a Communist," "A Dangerous Profession," "Holiday Affair" and Goldwyn's "My Foolish Heart." The latter two are indicated as Christmastide releases.

Kahn Heads Special 'Samson' Division

Henry W. Kahn, film industry sales veteran, has been named director of sales for a special "Samson and Delilah" division of Paramount's distribution setup, by A. W. Schwalberg, distribution vice-president.

"Because of the many problems connected with the distribution of a production like 'Samson and Delilah,' it is essential that they be handled by a separate and distinct unit," said Youngstein. "The creation of a special 'Samson and Delilah' division will not only remove the strain on the regular home office departments, which are now taxed to the limit, but will result in more complete service to our cus-

(*Continued on page 4*)

Base Term of Loew's Pacts On Divestiture

Mayer, Rubin Contracts Allow for Final Decree

By CHARLES L. FRANKE

Loew's is making new executive employment contracts subject to termination by either party in the event the company is required to divest itself of all or substantially all of its theatres in the New York anti-trust case.

New five-year pacts concluded recently with vice-presidents Louis B. Mayer and J. Robert Rubin contain such provision. The contract of each stipulates that "at any time after such divestiture has been substantially completed either party (Loew's or the executive) may terminate the term of employment by giving the other

(*Continued on page 4*)

Dollinger Is Reelected

NEWARK, Oct. 12.—Irving Dollinger yesterday was re-elected chairman of the board of Allied Theatre Owners of New Jersey at a meeting which preceded a general membership meeting at the Newark Athletic Club.

Dollinger and organization president Wilbur Snaper were designated as Jersey Allied's delegates to the Oct. 24-26 national Allied convention in Minneapolis. They were instructed

(*Continued on page 4*)

Series Television a Hit, But No Homer: Fabian

S. H. Fabian yesterday placed the batting power of last week's large-screen television of the World Series at the Fabian Fox Theatre in Brooklyn, at "somewhere between a double and a triple," or, in other words, good but short of the "home run" which was desired. Attendance at the Fox ranged from 1,250 on its lowest day to a peak draw of about 3,150 on Saturday.

"Although we would have liked to hit a home-run, a complete sell-out, theatre television showed potent hitting power in the matinees," Fabian said. "Without it we probably would not have had a chance to get on first base," he added.

"In our Fox Theatre, the receipts for the matinee television performances of the World Series added up to four or five times those we could have expected for the regular film features during this period, including a booming concession business.

"We will continue to experiment and test this new medium of theatre television as an adjunct of the film business. As important events become available, we will theatre televise them and get some more answers until we know finally how to utilize it best."

Fabian's statement was devoid of any statistics on the cost of the video rights, transmission charges and the RCA TV equipment, the latter on the basis of its use for the five-day run.

Rodgers to Open MGM Meet Today

With more than 100 from the field and home office in attendance, William F. Rodgers, sales vice-president, will open the first of a five-day M-G-M sales conference at New York's Astor Hotel today.

This morning's session will be attended by trade paper publishers and editors who will be on hand for the opening remarks by Rodgers. They also have been invited to lunch.

Rodgers will outline the program of activities to the delegates this morning, and discuss M-G-M's Silver Anniversary, which concludes on Dec. 31. Following luncheon, a general business session will be held.

Personal Mention

STANTON GRIFFIS, chairman of Paramount's executive committee, paid a visit to President Truman Tuesday. He is scheduled to leave on Oct. 20 for his new post as U. S. Ambassador to Argentina.

•

AL CROWN, foreign sales manager for Samuel Goldwyn Productions, has returned to New York from a European trip.

•

MAX YOUNGSTEIN, Paramount national advertising-publicity director, is due back here from the Coast today or tomorrow.

•

NATE J. BLUMBERG, Universal-International president, is due to return here from Hollywood in about 10 days.

•

MARTY WEISER, Warner publicist, arrived in Cincinnati yesterday from San Francisco.

Salute Popkins on Silver Anniversary

Gradwell L. Sears, president of United Artists, was host to producer Harry M. Popkin and Mrs. Popkin at a cocktail party at the 21 Club here yesterday on the occasion of their 25th wedding anniversary. Popkin's newest film for UA release is "Champagne for Caesar." Fittingly, champagne was served at the party. However, the arrangements committee was remiss in that it neglected to invite any descendants of Julius Caesar, observers felt.

Popkin, Stiefel in Promotion Confabs

United Artists' home office advertising-publicity department, headed by Howard LeSieur, has begun a series of promotion meetings with producers Harry M. Popkin and Sam Stiefel and their representatives here. Being discussed are Popkin's "Champagne for Caesar" and "Dead on Arrival" and Stiefel's "The Big Wheel" and "Quicksand."

Tent No. 11 to Honor 'Person of the Year'

WASHINGTON, Oct. 12.—Local Variety Tent No. 11 will make an annual award, starting this year, to the outstanding personality of the year in the entertainment world. Chief barker Jake Flax said the idea is to recognize the person who has given pleasure and entertainment and at the same time added dignity and prestige to the amusement industry.

Wanger at Paris Premiere

Walter Wanger, producer of "Joan of Arc" and his wife, Joan Bennett, will attend the premiere of RKO Radio release in the Opera House in Paris today. The premiere will be of the English version with proceeds given to help reconstruction of the shrine to the Maid of Orleans in that city, destroyed during the war.

British Films Lose Mexican Market

Mexico City, Oct. 12.—J. Arthur Rank's "Christopher Columbus," Universal-International distributed, booked for simultaneous exhibition starting today at the Cines Chapultepec and Savoy here, will be the last British picture to be screened in Mexico, for a while, at least. The government has excluded "Columbus" from the boycott it has decreed on British pictures in retaliation for Britain's ban on Mexican films.

Several British pictures are already being held in Mexican custom houses because of the impending ban.

MPIC Seeks to Knit Film-TV Interests

HOLLYWOOD, Oct. 12.—Motion Picture Industry Council tonight turned its attention to television and its impact on the film industry, exploring "areas of common concern" affecting MPIC's constituent organizations.

Ronald Reagan, MPIC chairman and Screen Actors Guild president, who returned last weekend from New York meetings with other actor unions on talent jurisdiction in the television field, presided at the meeting and reported on those sessions. Following Reagan's report, other MPIC groups submitted their experiences, with a view to promoting a closer liaison between all film branches whose interests are affected by video.

Depinet to ATO Meet

Ned E. Depinet, RKO president, has accepted an invitation to address the annual convention of the Associated Theatre Owners of Indiana, to be held in the Hotel Lincoln, Indianapolis, on Nov. 15. The invitation was extended on behalf of the organization by Trueman Rembusch, president.

Bifarella House Opens

BUFFALO, Oct. 12.—With impressive ceremonies, Peter Bifarella has opened his new $150,000 Joylan Theatre in Springville. More than 2,000 attended the premiere, at which Mayor George Wolff presided, with representatives of the Springville Chamber of Commerce, Rotary Club and other groups in attendance.

Herzog Flies East

HOLLYWOOD, Oct. 12.—Karl Herzog, Cinecolor vice-president, left here yesterday by plane for New York, reportedly to confer there with Sir Sidney Clift, British exhibitor at present visiting the United States, in regard to the expansion program for Cinecolor's London laboratory.

Schreiber to London

LONDON, Oct. 12.—Lew Schreiber, executive assistant to 20th Century-Fox's Darryl F. Zanuck, is scheduled to arrive here on Oct. 19 for further discussion with Lyman Munson of 20th-Fox's British production plans.

Private Financing Increases: Miller

While banks still are insisting on a 100 per cent guarantee of front-money loans, private financing of independent production has shown a marked increase as a consequence of the number of successful independent films in recent months, Colin Miller, producer of "A Kiss for Corliss," United Artists release, reported here yesterday.

Miller cited Stanley Kramer's "Champion," among others, as having stimulated new and greater activity in independent production financing, disclosing that he found three available sources of second and completion money when that film scored as hit material upon release, whereas for months before he was encountering numerous difficulties.

"Corliss," which co-stars Shirley Temple and David Niven, was financed by the Nasser Brothers and produced by Miller at their General Service Studio, Hollywood, at a negative cost of $575,000, Miller disclosed. The film was brought in 3½ days under schedule and at $100,000 under the original budget.

Miller, erstwhile assistant to Charles S. Einfeld when the latter was at the helm of Enterprise Productions, and script writer Hugh Herbert have stock participations in "Corliss," in lieu of salary checks.

Court Urges AGVA And AFM to Settle

Reserving decision following a hearing on the motion of the American Guild of Variety Artists for an injunction to restrain American Federation of Musicians president James C. Petrillo from forbidding musicians to hold membership in AGVA, New York Supreme Court Justice Samuel Hofsteder has suggested that the disputants attempt to settle their differences out of court.

SAG Shelves AFM, 'IA' Possibilities

HOLLYWOOD, Oct. 12.—Steps toward affiliation by the Screen Actors Guild with the American Federation of Musicians or IATSE were not considered by the meeting here of the SAG board, according to a SAG executive, nor will they be considered unless a Four-A vote on the proposed "Television Authority," now indefinitely postponed, goes against the Guild's wishes.

Ritchey in London

LONDON, Oct. 12.—Monogram's Norton V. Ritchey is here discussing with ABPC's Robert Clark the final details of the joint Monogram-ABPC production program at Elstree Studios.

Cyril Brown, 62

Funeral services for Cyril Brown, 62, who was with Paramount News for 20 years, were held last Sunday at his home in Oceanside, N. Y. Brown, who went to the newsreel field in 1924 from newspaper work, died on Friday.

Newsreel Parade

CARDINAL SPELLMAN in Rome and the Yanks winning the World Series are current newsreel highlights. Other items include the North Atlantic defense parley, fashions and other sports. Complete contents follow:

MOVIETONE NEWS No. 82—Yankees win series. North Atlantic defense parley. England repels mock air attack. Cardinal Spellman visits Pope Pius. Football.

NEWS OF THE DAY, No. 212—Yanks win series. Atlantic Pact defense chiefs confer. "Operation bulldog" tests Europe's air defense. Football.

PARAMOUNT NEWS, No. 15—Yanks and Dodgers in last game of the series. Football.

TELENEWS DIGEST, No. 41-A—Washington: Behind the B-36 battle. New move by Russia in Germany. Austria: Anschluss again? Plane hits volcano. Cardinal Spellman visits Pope Pius. Ballet debut. Football.

UNIVERSAL NEWSREEL, No. 290—Atlantic Pact chiefs meet in Washington. Football.

WARNER PATHE NEWS, No. 17—North Atlantic meeting. Cardinal Spellman in Rome. Arab horsemen perform spectacular feats. Paris: dinner fashions. Football. Baseball.

First New Chicago House in 9 Years

CHICAGO, Oct. 12.—This city's third telenews theatre, costing $400,000, and located on the North side, will open on Friday. Under the operation of Telenews Theatres, of which Sylvan Goldfinger is general manager, this is the first entirely new theatre constructed within the city limits in nine years. Opening Oct. 28 will feature a special film, "Salute to Chicago," produced by Telenews Productions.

Party for Al Tamarin

Howard LeSieur, United Artists advertising-publicity director, will give a private party for Al Tamarin, UA publicity chief, and his home office staff for placing a shot of Dolores Moran, wife of Benedict Bogeaus, on the cover of the New York *Sunday News'* forthcoming film industry color-foto section.

G. Wotherspoon, 88

George Wotherspoon, 88, veteran press agent in the entertainment field, drama critic and society columnist, died Saturday at his home in Norwalk, Conn. Among films handled by Wotherspoon were Fox Films' old "Cleopatra," "Four Horseman of the Apocalypse" and "Orphans of the Storm."

Geoffrey L. Whalen, 68

BOSTON, Oct. 12. — GEOFFREY L. Whalen, 68, former production manager for the Keith circuit and author-producer of stage and radio plays, died at his home here Sunday night. Services were held today at St. Cecilia's Church. The widow, two sons and two daughters survive.

Mrs. Mary T. Morris

Mrs. Mary Thacher Morris, 85, mother of Virginia Nixon of the Paramount home office advertising department, died last Saturday at Sanger's Nursing Home, New York.

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SAME OPEN DOOR!

SAME WELCOME MAT!

THIS IS THE THEME OF M-G-M's SALES MEETING STARTING TODAY!

M-G-M's Sales Representatives meeting in New York extend to you Mr. Exhibitor gratitude for your friendship. Above is the door to M-G-M's Home Office Sales Headquarters. You are welcome here when you are in New York as well as at any M-G-M office. This has been true for 25 years and as we celebrate M-G-M's Silver Anniversary together we re-affirm The Friendly Company's policy: "The door is open. Welcome is on the mat."

BIG NEWS FOR YOU! When these Roaring Lions return to their offices they'll have plenty to roar about: Giant promotion plans for "BATTLEGROUND"; The Big Comedy "ADAM'S RIB"; The Happy New Year Picture "ON THE TOWN"; M-G-M's Terrific Line-Up of Product for new boom times ahead!

WOR-TV Is 7th in NY on Set Schedule

WOR-TV, Mutual Broadcasting, last night became the seventh and final television station authorized by the Federal Communications System for the New York Metropolitan area to go on the air with a regularly-scheduled program. WOR-TV will operate on Tuesdays through Saturdays, from seven to 11 P. M., with one-third of the 20-hour weekly program devoted to sporting events. It is the 84th station to begin regular video operations in the country.

SMPE Convention

(*Continued from page* 1)

dispensed with entirely. It is replaced by synthetic color-forming binders which combine in a single component the function of gelatin and color-couplers in other processes.

The speakers pointed out that release prints made with this stock can be developed from any type of color negatives and can be processed in any existing laboratory after minor modifications of equipment. Du Pont stock and process are for printing only.

At the afternoon session Cinecolor vice-president Alan M. Gundelfinger explained his company's new three-color process revealed to the trade only last week, describing the means by which color films photographed in other than Cinecolor cameras can be processed by the Cinecolor laboratory. The first feature picture to be processed by Cinecolor in three colors is to be photographed by Ansco.

Ansco's Adrian Messer preceded Gundelfinger on the program and demonstrated the process by which subjects photographed in 16mm Kodachrome are blown up to 35mm. color for commercial theatre use.

Photography was the theme of today's sessions, with 12 papers on widely varying phases of the subject delivered.

'TV' Theatre Chains In 5 Years: Baltin

ATLANTIC CITY, Oct. 12.—Chains of television-equipped theatres will be in operation in this country in five years, Will Baltin, secretary-treasurer of the Television Broadcasters Association, of New York City, declared here.

He further stated that color telecasting, with Coast-to-Coast network service, would also be in operation to service the motion picture houses, in addressing the New Jersey Council of Electrical Leagues.

Smart showmen all say—

YOU HAVEN'T SEEN TRUE LIFE-LIKE PROJECTION UNTIL YOU SEE IT ON

GLASCREEN!

BETTER SOUND GREATER PICTURE BRILLIANCE

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Review

"Tokyo Joe"

(Santana-Columbia)

HUMPHREY BOGART is back again in the type of snarling, two-fisted role that has won him wide appeal. "Tokyo Joe" finds him in occupied Japan where he is combatting an underworld effort to smuggle into the country members of the sinister Black Dragon Society. The purpose of Bogart's postwar return to Japan is to operate the Tokyo Joe cabaret which he ran before the war. Soon Bogart makes many discoveries, the chief of which is that his White Russian wife, believed dead, is actually alive and remarried. He determines to get her back, and thus the story develops a romantic triangle against its background of political intrigue.

What occasionally is wanting in the picture, in the midst of its violence and excitement, is a feeling of conviction. Florence Marly supports Bogart in this Santana Production as his ex-wife, and Alexander Knox as her second husband who is a high occupation official. In the course of Bogart's trying to regain Miss Marly, he also learns he is the father of their daughter Lora Lee Michel. The loose-jointed screenplay by Cyril Hume and Bertram Millhauser has Bogart drawn into a deal to pilot into the country subversive plotters in order to protect his ex-wife from being exposed as one who had broadcast for the Japanese during the war. Bogart arranges with the U. S. Army to apprehend the agents he is to bring into the country, but as a safety measure, the plotters kidnap his child and hold her as a hostage. A bang-up climax is reached when Bogart rescues the child. In so doing, however, he goes to a heroic death. Henry S. Kesler was associate producer and Robert Lord produced; Stuart Heisler directed.

Running time, 88 minutes. Adult audience classification. For November release.

MANDEL HERBSTMAN

Canadian Industry

(*Continued from page* 1)

man planning committees picked yesterday afternoon. The committee, with J. J. Fitzgibbons, president of Famous Players-Canadian, as chairman, set up the agenda for the convention, topics for discussion, committees, etc., in which some 40 key executives of Canadian exhibition, distribution, production and trade press will participate as both delegates and observers.

Television, still to be implemented in Canada, will occupy a major portion of the discussion particularly as regards the respective roles of the Canadian Broadcasting Corporation and the National Film Board.

Francis Harmon, in charge of exhibitor relations for the Motion Picture Association of America, addressed the meeting today. Another principal speaker was Robert Winters, Federal Minister of Reconstruction, of which the government's National Film Board is a branch.

The planning committee discussed at length the status of the trade press, and finally decided to invite the Canadian trade papers as delegates and the U. S. periodicals as observers.

Members of the planning committee are, in addition to Fitzgibbons, A. J. Mason, of Nova Scotia Allied Exhibitors; P. W. Mahon, Saskatchewan Exhibitors Association; J. Arthur Hirsch, Consolidated Theatres, Quebec; Morris Stein, Famous Players; Gordon Lightstone and Fred Dillon, Canadian Motion Picture Distributors; H. C. D. Main, Simcoe, Ont.; Jack Chisholm, production; and Arch Jolley, secretary of the Motion Picture Theatres Association of Ontario.

'Intruder' World Premier

OXFORD, Miss., Oct. 12.—M-G-M's "Intruder in the Dust" opened at the Lyric here last night for its world premiere, attended by local celebrities, 34 editors and correspondents and a group from the M-G-M studio, among them Clarence Brown, producer-director; and William Faulkner, author.

'Samson' Division

(*Continued from page* 1)

tomers," he said. "Each engagement on 'Samson' will represent a tremendous amount of specialized detail in handling, from the moment negotiations for a particular engagement are started, right through to the last day of the actual showing," added Youngstein.

Set 'Samson' Meetings For Wilcoxon Here

Henry Wilcoxon, "traveling public relations ambassador" for Cecil B. DeMille's "Samson and Delilah," today will begin the first of 25 New York meetings with public opinion leaders at the Hotel Pierre, Paramount has announced. He will speak to some 3,200 persons while in New York, his 15th key city to be covered on a tour which began in August and will continue until December, covering an additional 27 cities.

Dollinger Reelected

(*Continued from page* 1)

yesterday to use their own judgment at the Minneapolis meeting should they be required to express Jersey Allied's position with reference to an all-industry public relations program. A number of other Jersey members are expected to accompany the delegates to the convention.

Snaper reported at yesterday's meeting on last week's World Series large-screen television coverage at Fabian's Brooklyn Fox Theatre.

Cinecolor Stock Rises

Apparently reflecting interest in Cinecolor's newly-announced three-color process, the price of the company's stock in the open market here has risen almost 50 per cent. Quoted at the beginning of last week at 2⅛, the stock closed Tuesday night at 3¼.

Columbia Dividend

Columbia Pictures' board of directors has declared a quarterly dividend of $1.06¼ per share on its $4.25 cumulative preferred stock, payable on Nov. 15, to stockholders of record, on Nov. 1.

Zanuck's Salary Set At $260,000 Yearly

Under the terms of his new 20-year employment contract with 20th Century-Fox, production head Darryl F. Zanuck will receive in salary $260,000 a year for the first 10 years and $150,000 a year for the second 10, it is understood.

During the first 10 years he will continue in charge of production, while for the second 10 he will serve as a member of the board and in an advisory capacity.

Loew's Pacts

(*Continued from page* 1)

a written notice of such termination." Employment would terminate six months after such notice.

Mayer's new contract is for the period between Sept. 1, 1949, and Aug. 31, 1954, and provides for a fixed salary not in excess of $300,000 per fiscal year, whether or not an employe's retirement pension is in effect. Additionally, Mayer is granted a maximum of $20,000 per year for expenses.

Rubin's new pact is for the same period as Mayer's. And, like Mayer's agreement, it is in all respects subject to the approval of the stockholders at the next annual meeting, which, it is understood, will be held before Feb. 28, 1950. Rubin is vice-president and general counsel.

Additional provisions in Mayer's agreement are that he (1) shall be director of all studio activities, and (2) shall be elected first vice-president of Loew's.

"In event of any dispute as to whether (the final industry anti-trust suit) decree requires divestiture of substantial properties or business, or as to whether the divestiture has been substantially completed at any given time," the executives' new agreements state, "the sound judgment of a majority of the board of directors of Loew's shall be conclusive."

Kreisler Heads

(*Continued from page* 1)

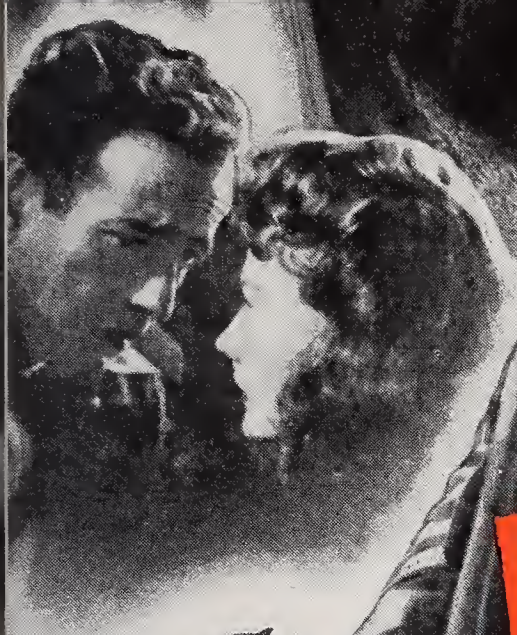
veying film production in 17 European countries. During his trip he viewed 30 selected features of which perhaps eight will be considered by a reviewing board for IFA for distribution here. He also completed arrangements for the participation in IFA operations of 42 European film producers on a stockholder-franchise basis. Business representatives for the company were appointed in France and Italy and several others will be named subsequently.

James Frank is vice-president of IFA, and Robert Davidson, attorney, is secretary.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

BOGART'S IN TOKYO

BATTLING A NEW KIND OF UNDERWORLD



...all because of a blonde torch singer!

COLUMBIA PICTURES presents

Humphrey BOGART

in

TOKYO JOE

CO-STARRING

ALEXANDER KNOX · FLORENCE MARLY · SESSUE HAYAKAWA

with JEROME COURTLAND

Screen Play by CYRIL HUME and BERTRAM MILLHAUSER

A SANTANA PRODUCTION · Directed by STUART HEISLER · Produced by ROBERT LORD

A GREAT BOGART ACTION PICTURE NOW IN RELEASE FROM COLUMBIA

"THE GREATEST DISCOVERY SINCE BUBBLE GUM!

PAUL DOUGLAS SINGS!!!

... and it's the greatest BOXOFFICE DISCOVERY since sound on Film! Life Mag. hails it 'Movie of the Week' in a 2 page Douglas profile. Read it... and BOOK it now!

"Everybody DOES IT"

AND CLEAN UP NOW WITH THIS ARRAY OF HITS... Everybody DOES IT!

FATHER WAS A FULLBACK • I WAS A MALE WAR BRIDE • THIEVES' HIGHWAY • COME TO THE STABLE • SLATTERY'S HURRICANE • YOU'RE MY EVERYTHING • HOUSE OF STRANGERS • IT HAPPENS EVERY SPRING • MR. BELVEDERE GOES TO COLLEGE • MOTHER IS A FRESHMAN A LETTER TO THREE WIVES • CANADIAN PACIFIC • THE SNAKE PIT • YELLOW SKY • CHICKEN EVERY SUNDAY • DOWN TO THE SEA IN SHIPS

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 74 NEW YORK, U. S. A., MONDAY, OCTOBER 17, 1949 TEN CENTS

SIMPP Plans Search for 'Monopoly'

Arnall Says Para. Decree 'Invites' Exhibition Probe

HOLLYWOOD, Oct. 16.—A widespread and intensive investigation of local, state and area motion picture exhibition for evidence of monopolies was planned by the Society of Independent Motion Picture Producers at a luncheon meeting Friday attended by 30 members and president Ellis Arnall, who reminded the gathering that the decision in the Paramount case on July 25, 1949, invited evidence of "illegal fruits acquired and maintained by local monopolies as a result of unlawful conspiracies."

Arnall also told the membership that the central committee functioning on the Anglo-American film agreement of March 11, 1948, desires SIMPP approval of a modification which would give the Bank of England final control over uses

(*Continued on page 3*)

3 Named to Advise ECA

A top industry official disclosed at the weekend that the members of the advisory committee for the Economic Cooperation Administration would be Thomas K. Finletter, former head of the ECA mission to Great Britain; Hunter College president George N. Shuster, and Mrs. Quincy Wright, chairman of the Chicago Council on Foreign relations and a member of the U. S. delegation to UNESCO. The unit will advise ECA on what films should receive convertibility guarantees.

Representatives of both the major

(*Continued on page 3*)

Actors, Agents Sign Ten Year Contract

HOLLYWOOD, Oct. 16.—Screen Actors Guild and Artists Managers Guild jointly announced an agreement on terms of a new 10-year contract to become effective Nov. 1 following ratification by the SAG membership in a mail ballot. The pact, which governs all business relationships between

(*Continued on page 3*)

Hanson Named Mono. Canadian Manager

Hollywood, Oct. 16. — The appointment of Oscar Hanson as Canadian general manager for both Monogram and Allied Artists was announced here at the weekend by Steve Broidy, company president.

In making the announcement Broidy said: "For many years we have enjoyed close business relationship with Monogram Pictures of Canada, Ltd., and Hanson as its representative. His new status makes possible even closer ties with our organization."

Para. to Start 12 in 1st 5 Months of '50

HOLLYWOOD, Oct. 16.—Twelve "top-budget" productions will go into production at the Paramount studios during the first five months of 1950, it was disclosed here at the weekend by Henry Ginsberg, studio head.

The pictures are: "Carrie Ames," William Wyler production of Theodore Dreiser's "Sister Carrie"; "Eagles of the Navy," starring Alan Ladd and William Bendix, with Robert Fellows producing; Hal Wallis' "My Friend Irma Goes West," in which John Lund, Marie Wilson, Diana Lynn and Martin and Lewis stars; "Dear Mom," a sequel to "Dear Ruth" and "Dear Wife," with Joseph Sistrom producing; "It Won't

(*Continued on page 3*)

Federal Court Grants *ONE MONTH MORE TO FILE DECREE*

Tri-States MPTO to Open Parley Today

COVINGTON, Tenn., Oct. 16.—Annual convention of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee will get underway here tomorrow with a showmen's exposition and meetings of the executive committee and the board of directors. Convention sessions proper will begin Tuesday morning, with organization president W. F. Ruffin, Jr., presiding. The three-state organization is a Theatre Owners of America affiliate.

Convention committee includes chairman W. F. Ruffin, Sr., Sam Kirby, C. C. Mundo, R. S. Collins, M. A. Lightman, Jr., Max Connett,

(*Continued on page 2*)

PCCITO in 3-Day Meet at Sun Valley

SUN VALLEY, Idaho, Oct. 16.—Federal and local admission taxation, drive-in theatre operation and exhibitor-distributor relations are the highlights of the discussion agenda at the Pacific Coast Conference of Independent Theatre Owners which

(*Continued on page 2*)

Judge Hand Bars Any Further Delay; Orders Hearing Before Dec. 15

By GENE ARNEEL

In a private session in his U. S. District Court chambers, Federal Judge Augustus N. Hand on Friday gave Warners, 20th Century-Fox and Loew's an additional 30 days in which to submit their proposed divorcement judgments and findings in the industry anti-trust suit.

Barring the way to any further extension, Judge Hand told attorneys for both the government and the defendant companies that the court hearing on the form of final order must be held by Dec. 15.

Actually this deadline on the hearing, which will be highlighted by oral argument on the amount of time in which to consummate divorcement, represents a postponement of about a

(*Continued on page 3*)

Drive-In Wins First Suit

CHICAGO, Oct. 16.—Settlement terms in the South Bend Drive-in clearance suit were finalized here on Friday. They grant the plaintiff a reduced clearance from 30 to 14 days after first-run and the same availability as that of the Niles outdoor theatre.

This was the first drive-in suit in the country seeking improved clearance to reach Federal Court, although hearings were stopped after two weeks and an out-of-court agreement was discussed. Plaintiff's attorney is Seymour Simon.

Gould's First Deal Here Is with E-L

Further in line with Eagle-Lion's apparent intention to limit its activities to that of a distribution organization, like United Artists, it was reported at the weekend by E-L sales vice-president William J. Heineman that the company will release Walter Gould's "Sarumba." Deal is the first

(*Continued on page 3*)

"My Foolish Heart"

[*Goldwyn-RKO Radio*]—Strong, Emotional Drama

SAMUEL GOLDWYN'S latest will be much in the running in the upcoming months. For "My Foolish Heart" is an emotionally touching drama of wide appeal for mass audiences and, more particularly, for the feminine segments of those audiences. Ticket buyers at RKO's 86th Street Theatre in the Yorkville section of New York, where this attraction was slipped in a few nights ago, practically fell in love with it and made its regard known by laughter, a generous use of handkerchiefs and an attention which appeared to be undivided.

Goldwyn here deals with situations on the home front immediately before and after we entered the war. The story is based on a piece by J. D. Salinger in The *New Yorker* and pivots, principally, around two people in love: Susan Hayward, impressionable college girl, and Dana Andrews, draftee about to be shipped overseas. She wants marriage, and, as it turns out, so does he, only Andrews makes up his mind to disregard the uncertainties of war shortly before a disastrous plane crash.

He dies never knowing Miss Hayward is to bear his child. Whether foolishly or otherwise, her decision develops from a reluctance to "trap" him into marriage unless he voluntarily declares for it. By the time he does, it is too late.

Confiding only in Lois Wheeler, her school chum, Miss Hayward finds her

(*Continued on page 3*)

Personal Mention

DR. HERBERT KALMUS, Technicolor president, sailed for England from New York on Friday.

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LOUIS L. STEVENSON, S. J. DOWNEY, S. HENSLER, Detroit; JACK GOLDBERG and GEORGE LYNCH, Albany; DAVID HORNE, London; J. F. WHITE, JR., Charlotte; SAMUEL C. MEYERS, Chicago; S. B. TRANKER, Indianapolis; J. B. MUNDSTOCK, Buffalo; RICHARD ORLOB, San Francisco; RALPH W. MAW, Minneapolis, and F. WRIGHT, Pittsburgh, were visitors at the New York Variety Club at the weekend.

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JOHN BYRAM, Paramount play editor, and ALAN JACKSON, story editor, are in Hollywood from New York. RUSSELL HOLMAN, Paramount Eastern production chief, will leave here today for the Coast.

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SIDNEY FRANKLIN, M-G-M producer, is due to arrive here today aboard the *S.S. Nieuw Amsterdam* from England.

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MICHEL KRAIKE, Universal-International producer, is in New York from the Coast.

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WILLIAM ZIMMERMAN, RKO Radio home office executive, left here for the Coast over the weekend.

Murphy and Sparrow In New Loew Posts

Frank Murphy, manager of Loew's State at Newark, has been named by Loew executive Joseph R. Vogel to become manager of Loew's State, Los Angeles, when operation of that house is taken over on Nov. 30 by Loew's. Murphy has been with Loew's for nearly 15 years.

Vogel also announced that Boyd T. Sparrow, manager of Loew's in Indianapolis, will manage Loew's Warfield in San Francisco when that theatre is taken over at the same time. Sparrow started with Loew's 17 years ago in Norfolk.

Petrillo Names Kenin ILO Meet Delegate

Herman D. Kenin, international executive officer of the American Federation of Musicians, has been recommended by AFM president James C. Petrillo to be the latter's representative at the Oct. 24-28 meeting in Geneva, Switzerland, of the Committee on Salaried Employees and Professional Workers of the International Labor Office.

Doob West on Takeovers

Oscar A. Doob, general theatre executive for Loew's; Harry Moskowitz, chief construction engineer, and Lester Isaacs, head of the sound and projection department, have left here for the Coast to plan the remodeling of Loew's State, Los Angeles, and Warfield, San Francisco, which will revert to Loew's management on Nov. 30.

M-G-M Concludes Its Sales Convention

Promotion and advertising plans on M-G-M's pictures to be released in the next six months were discussed by Howard Dietz, advertising-publicity vice-president, and Si Seadler, advertising manager, at the Friday session of the company's sales conference at the Astor Hotel here. The sessions wound up last night with a banquet presided over by William F. Rodgers, sales vice-president for the 12 sales "experts" who are sailing today on the *S.S. Atlantic* for Naples, Rome, Paris and London.

In commenting on the new activities at the studio, Dietz stated that under the aegis of Dore Schary, production vice-president, M-G-M is showing progress in advancing production so that the company can plan well ahead in its advertising and promotion activities.

Dietz in discussing cooperative and applied advertising stated M-G-M definitely has not changed its policy in this connection.

Seadler talked mostly on premieres. He also stated M-G-M has gone in for star tours.

George Dembow, sales vice-president of National Screen, told of the many services which his company performs in the promotion of M-G-M pictures with exhibitors.

'306' Counsel Sacher Sentenced by Medina

Efforts to determine whether Harry Sacher, a defense attorney in the trial of the convicted 11 top Communist leaders in Federal Court here would continue as counsel for IATSE Projectionists Local No. 306 were unsuccessful at the weekend. Sacher and the other defense attorneys were sentenced by Judge Harold R. Medina variously from one to six months in jail for contempt of court following the jury verdict which found their clients guilty of conspiring to advocate the overthrow and destruction of the U. S. Government. Sacher received the six-month sentence.

Reports prior to Sacher's conviction that the local was about to discontinue his services had been denied by officials of the local.

SPG Agreement Is Reached with UA

A Screen Publicists Guild contract agreement was reached here with United Artists at the weekend. The pact marks the first union shop agreement SPG has in the industry. UA was not involved in the current industry-wide labor dispute. Under union shop conditions, personnel hired by the company must join the union after the lapse of a specified period of time.

Details of the contract were outlined in MOTION PICTURE DAILY on Oct. 10.

Pierson Here on Deal

Producer Ray Pierson has arrived here from Monroe, Mich., to set a distribution deal for his "The Spark," starring Harold Lloyd, Jr., and Cathy Downs, and made at Monroe.

Schaefer Hits Studio Costs

The question whether Hollywood has done all it can to cut production costs in light of economic stringencies has been reopened in New York by George J. Schaefer who, back from a Coast visit, contended that "waste and overhead" still are keeping the cost of "A" picture production too high.

George J. Schaefer

The 20 to 25 per cent reduction in studio production costs that is estimated to have been effected since the post-war business decline set in, is far from adequate, Schaefer maintained. In his opinion, a cut of 33⅓ to 40 per cent will have to be made to put picture-making costs on a par with theatre-earning capacity.

"Better technical production is needed to bring costs down," the veteran distribution executive said. He recommended elimination of "loss of time" in the preparation of scripts and reduction in general studio overhead costs by 50 per cent. Labor costs in themselves, he believes, are not responsible for keeping studio expenditures at a high level.

Schary Sees Limit Reached

Schaefer said that if a picture costing $1,000,000 grosses below $1,800,000 domestically it falls short of being a financial success. A picture costing $1,500,000 "has got to gross $2,600,000 or $2,700,000," he contended. The gross figures cited by Schaefer are not being reached at the present time, he said, and declared that the only way then to make pictures "pay off" is to cut costs further. He believes it is possible to reduce to $700,000 or $800,000 the cost of pictures which at present are being made for $1,000,000 and $1,500,000.

In Hollywood recently, Dore Schary, M-G-M production head, said the company's 20 to 25 per cent cut in production costs was the limit of M-G-M's capacity to cut.

Schaefer is scheduled to leave here for Europe in about two weeks in behalf of producer Stanley Kramer whom he represents.

Fritz Leiber, 67

HOLLYWOOD, Oct. 16.—Fritz Leiber, 67, veteran screen and stage actor, died on Friday at his Pacific Palisades home following a heart attack. He had just completed a role in M-G-M's "Devil's Doorway." The widow, a son and a sister survive.

'Red Shoes' Anniversary

The J. Arthur Rank Organization and Eagle Lion Films will celebrate the first anniversary of "The Red Shoes" at the Bijou, here, with a luncheon at Sardi's on October 21.

Newsreel Parade

THE AF of L convention hearing a report on motion pictures abroad is a current newsreel highlight. Other items include the arrival here of various notables and the Navy-Air Force squabble. Complete contents follow:

MOVIETONE NEWS, No. 83—Navy fires broadside during Capital hearing. Pandit Nehru met by President Truman. Break air record for staying aloft. AF of L convention hears report on American motion pictures abroad. Horse racing. Prison rodeo.

NEWS OF THE DAY, No. 213—Washington drama: Navy vs. Air Force. Nation welcomes Pandit Nehru. Reds set up new German puppet state. American films popular behind Iron Curtain, AF of L meet hears. Allies display military might.

PARAMOUNT NEWS, No. 16—Prison rodeo. Report on American films abroad heard by AF of L. Pandit Nehru here on visit of state. Air Force hearing.

TELENEWS DIGEST, No. 41-B—Washington: Navy speaks. Purges in Czechoslovakia. Unearth ancient burial crypt in Mexico. Kentucky funeral services of "Colonel" Matt Winn. Swedish royalty on moose hunt. Paddleboard polo. World's smallest life preserver.

UNIVERSAL NEWSREEL, No. 291—Navy and Air Force fight for supremacy. AF of L convention lauds American films. Football.

WARNER PATHE NEWS, No. 18—Greta Garbo arrives in N.Y. Pandit Nehru arrives. Red government in Germany. Five nations parade in Lonon. Bayle family has 30 members. AF of L convention hears report on motion pictures abroad. Fish news. Outboard marathon.

12 More Films for Saturday Showings

The industry's Children's Film Library has been augmented by 12 features, it was announced by Marjorie G. Dawson, chairman of the National Children's Film Library Committee. This brings to 54 the total now available to theatres for special Saturday children's programs.

The 12 are: "Black Beauty," "Last of the Mohicans," "Kidnapped," "Boys' Ranch," "Kit Carson," "Adventures of Gallant Bess," "The Overlanders," "The Return of Rusty," "Feudin', Fussin' and A-Fightin'," "Mickey," "Bill and Coo" and "Northwest Stampede."

MPTO Tri-States

(*Continued from page* 1)

R. X. Williams, R. S. Cox and Charles Eudy

Scheduled to continue through Thursday, the convention will feature addresses by industry and governmental leaders, election of officers, open forums and film screenings. Topics slated for discussion include television, industry public relations, distributor-exhibitor relations, drive-in theatres, and 16mm. competition.

PCCITO Meet

(*Continued from page* 1)

opened here at the weekend and will continue through tomorrow.

Exhibitors from Oregon, Washington, Montana, Utah, Idaho and Nevada are attending the session. Rotus Harvey, chairman of the PCCITO board of trustees, is presiding.

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$50-Million at Stake, 5th-Walnut Holds

WASHINGTON, Oct. 16.—Fifth and Walnut, Inc., took to the U. S. Supreme Court on Friday its anti-trust case against major distributors, declaring that at least 93 pending private film trust suits involving claims of over $50,000,000 ride on its outcome.

Specifically, the Louisville theatre company asked the High Court to overrule a decision of the Second Circuit Court of Appeals spiking its anti-trust suit against Loew's, Paramount, RKO, 20th Century-Fox, Warner Brothers, Columbia, Marcus Loew Booking Agency, United Artists and United Artists Theatre Circuit.

Court Grants

(*Continued from page* 1)

month and a half, for originally it had been anticipated for around Nov. 1.

Today had been the deadline for the submission of the proposed order by the three majors in addition to Universal, United Artists and Columbia. The new date is Nov. 17.

The hearing is expected to be very brief, possibly limited to one or two days. The court's final decree, according to past procedures, consequently is not looked for before some time after the first of the year. The companies will have 60 days after the final order is entered to file notice of appeal.

Participating in Friday's session with Judge Hand were government attorney Harold Lasser, Hazzard Gillespie, of Loew's; J. Alvin Van Berg, Warners, and Charles Young, 20th-Fox.

While the government did not consent to the new postponement, Lasser did not raise any serious objections. Reportedly he expressed apprehension that the time extension would set an undesirable precedent. The three company lawyers told Judge Hand that attention required on private trust actions elsewhere made it difficult for them to meet today's deadline.

Judge Hand thereupon signed the order granting the 30-day postponement and directed the attorneys to agree among themselves on a mutually satisfactory hearing date which, he indicated, would become official if it can be fitted into the court's calendar prior to Dec. 15, according to a report on the session.

Actually the three remaining major defendants in the case have yet to decide on the amount of time they think the court should order for the completion of divorcement, according to an authoritative source here. The government in its proposed order already has demanded a maximum of 18 months. Prior to the court's opinion calling for divorcement, the government had suggested five years. The companies will want substantially more than 18 months, it has been indicated.

SIMPP Plans

(*Continued from page* 1)

to which frozen sterling can be put. This matter was referred to committee for study.

Arnall spoke at length on his observations while abroad as a member of the UNESCO party. He left for Altanta by plane that night.

W. Lee Wilder Productions was inducted into SIMPP membership at the meeting.

"My Foolish Heart"

(*Continued from page* 1)

position decidedly awkward. Fleetingly, she contemplates suicide and then resumes an earlier romance resulting in marriage with Kent Smith on whom Miss Wheeler had pinned her own hopes. The union proves unsuccessful, but endures for about seven years until Miss Hayward, now a regular habitue of the bottle, finds she has had enough.

Reviewing her life, she determines to mend her ways, decides to free Smith so that he can marry Miss Wheeler and even to relinquish to them Gigi Perreau, the child whom Smith believes to be his. In the finale, however, the daughter remains with the mother, now left with her memories of a lost love and an unhappy future.

Story-wise, "My Foolish Heart" may impress as cheap, tawdry and lacking in genuine substance. In less competent hands the film would have justified such an impression. Distinctly, however, this is not so. The script by Julius and Philip Epstein is knowing, intelligent and clever. It balances many excellent and touching dramatic moments with humorous incidents which are delightful and, on occasion, uproarious. Mark Robson's direction is penetrating, reveals depth and evidences an unusual ability to capitalize on small pieces of business which blend skillfully with the main stream of the story without encumbering its flow. He is the director, incidentally, whose efforts immediately previous to this were "Champion" and "Home of the Brave."

The principal performances are sound, honest and entirely believable. In a way, "My Foolish Heart," which reminds of "The Best Years of Our Lives" in some of its sequences, is an acting show-piece for Miss Hayward who is the standout in the cast. Close runner-up is Robert Keith who is excellent as her father. Hard by are Andrews as the romantic counterfoil; Miss Wheeler, as the faithful school chum; Jessie Royce Landis, as Miss Hayward's mother, and then Kent Smith.

Running time, 99 minutes. Adult audience classification. Release date, not set.

RED KANN

To Advise ECA

(*Continued from page* 1)

and independent film producers have expressed their satisfaction with the three members finally chosen, it is understood.

The committee is expected to hold its first meeting here next week to go over general policy questions. Specific recommendations on individual films and film projects will undoubtedly be delayed for several weeks until the committee members have been given a thorough briefing by ECA.

Action on a $1,066,000 guaranty for MPEA operations in Germany during the last five months of this year, along with action on various applications for guarantees next year, have been delayed pending appointment of the advisory committee.

Actors, Agents

(*Continued from page* 1)

actors and agents, is reopenable in its fourth and eighth years for adjustment to cover then existing developments.

The new contract notably strengthens the SAG position with respect to agents who become producers, thereby acquiring a double capacity as both employee and employer of actors under contract to him. It provides that an agent may become a producer only after obtaining a waiver from the SAG permitting him to do so.

Other features of the new contract simplify the contractual status of a free lance actor who signs a studio term contract, shortens agent-actor contract renewal period, and sets up new automatic termination standards.

Gould, E-L Deal

(*Continued from page* 1)

to be closed with an American company by Gould, former UA foreign department head, who resigned to open his own film import-export firm.

Co-produced by Marion Gering, George P. Quigley and Julian Roffman, and filmed on location in Cuba, "Sarumba" is owned outright by Gould, the latter reported.

Another acquisition by E-L is producer Karl Krueger's "The Golden Gloves Story," which will be filmed in Chicago, the company also reported.

Cinecolor 40-Week Profit at $70,890

HOLLYWOOD, Oct. 16.—Cinecolor's interim report to stockholders disclosed a net profit of $70,890 for the forty weeks ended July 9.

Executive vice-president Karl Herzog stated in an accompanying letter that "there was a considerable decrease in business done by Cinecolor due to a curtailment of motion picture production." He cited banker reluctance to finance pictures, anti-trust suits, an increase in reissues and the freezing of foreign funds as contributing causes.

Para. to Start 12

(*Continued from page* 1)

Last Long," Charles Brackett production starring John Lund; "Jack of Diamonds," Ray Milland starrer to be directed by Richard Haydn and produced by Sistrom; Bob Hope in "Big Guy," which Bob Welch will produce; "The Mabel Normand Story," starring Betty Hutton; "Born in a Trunk," Leo McCarey's first Paramount picture since the studio acquired his Rainbow Productions; "Mr. and Miss Anonymous," produced and directed by George Stevens.

Also, "Roman Holiday," which Frank Capra will produce and direct, and "Union Station," starring John Lund, with Jules Schermer producing.

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distinguished flight

"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood,*" and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

JOHN FORD'S NEW AND FINES

"A TOP-MONEY ATTRACTION" says Trade Press

"Sock outdoor opus of the U. S. Cavalry . . . a real moneymaker."
—Variety

"A topnotch, grand scale western . . . looks like very good business for all concerned."
—Showmen's Trade Review

"Has all the makings of a boxoffice hit." *—The Exhibitor*

PICTURE OF THE FIGHTING CAVALRY!

A hundred men in U. S. blue against a thousand savages in warpaint!...Unsung heroes and their handful of women, marooned with their laughter, loves, tears and terrors among the brooding red buttes of Indian country!

JOHN AGAR
as Lt. Cohill

John Ford and Merian C. Cooper
present

JOHN WAYNE · JOANNE DRU · JOHN AGAR
BEN JOHNSON · HARRY CAREY, JR.

in

♫ Round Her Neck She Wore a Yellow Ribbon ♫

"YELLOW RIBBON"

COLOR BY TECHNICOLOR

with

VICTOR McLAGLEN • MILDRED NATWICK
GEORGE O'BRIEN • ARTHUR SHIELDS

Directed by **JOHN FORD**

Story by JAMES WARNER BELLAH • Screen Play by FRANK NUGENT and LAURENCE STALLINGS
Produced by ARGOSY PICTURES CORPORATION • Distributed by RKO RADIO PICTURES

BEN JOHNSON
as Tyree

HARRY CAREY, Jr.
as Lt. Pennell

SPLENDORS OF STARTLING MAJESTY

"A rousing and engrossing attraction . . . an undoubted leader among the money shows."
—M. P. Daily

"A praiseworthy standout . . . seems inescapable that it will be a top-money attraction in every booking."
—Boxoffice

"A blue-ribbon boxoffice winner with widest possible appeal . . . simply cannot miss rolling up top grosses."
—Film Daily

"Sets a mark that will be hard to match . . . Rates the boxoffice payoff it will surely get."
—Daily Variety

"A superb film . . . happy news for any exhibitor, wherever his situation and whatever audience he caters to."
—M. P. Herald

"The finest outdoor picture produced in Hollywood in a long time . . . A sure hit."
—Hollywood Reporter

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for the great exploitation campaign
that'll garner smash business for you
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Robert and Raymond Hakim *present*

LARAINE DAY · DANE CLARK · FRANCHOT TONE in **"Without Honor"**

with **AGNES MOOREHEAD · BRUCE BENNETT** · Directed by IRVING PICHEL · Original Screenplay by JAMES POE · Music by MAX STEINER · A **ROBERT and RAYMOND HAKIM** *production*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 75 NEW YORK, U.S.A., TUESDAY, OCTOBER 18, 1949 TEN CENTS

3 Networks in 5-Year 'TV' Ascap Accord

DuMont Hesitates; Deal Is for Blanket Music Use

Ascap and three major television networks—American, National and Columbia—yesterday signed a five-year contract for the blanket use of the Society's repertoire, retroactive to Jan. 1 of this year, and at rates 10 per cent over the radio scale. The formula provides for the collection by Ascap of approximately two per cent of television time expenditures.

DuMont was the sole network not party to the pact, preferring to await the outcome of negotiations of terms for licensing Ascap music on a per-program basis. Individual stations are in a similar position, and eventually will elect to license either per-program or blanket.

To be effective, the agreement with the three networks must be ratified by

(*Continued on page 8*)

UK Financed 44: Lawrie

LONDON, Oct. 17.—Since last October the government's Film Finance Corp. has made 26 loans to 24 companies for the production of 44 films and two parcels of television films intended for showing in the United States, James H. Lawrie, managing director, reports.

Exhibitors complain that there is a preponderance of second-feature material among the government-financed films.

Present indications are that the

(*Continued on page 8*)

Eastman House to Be Opened Nov. 9

ROCHESTER, N. Y., Oct. 17.—Ceremonies for the opening of the George Eastman House, memorial to the founder of Eastman Kodak, will be held here on Nov. 9. It will be maintained as a public educational institute to further the knowledge of photography's means, accomplishments and potentialities in every field.

(*Continued on page 7*)

$1,800,000 Trust Suit

PHILADELPHIA, Oct. 17.—Seven distributing companies were sued here today for $1,800,000 under the Federal anti-trust laws. The suit, filed in U. S. District Court by the Mayfair Theatre charged that the companies had discriminated against the Mayfair during the last six years in the distribution of films.

The plaintiffs, Louis Sablosky, his wife, Sadie, Marion Fox, and Myrtle Singer claim that the companies "conspired to favor" three other theatres in the neighborhood by releasing feature pictures to them from one to two weeks ahead of the Mayfair. They claim losses and damages of $600,000 during the six years, and seek treble damages under the Clayton law.

The defendants in the suit are: Paramount, RKO Radio, Warner Brothers, Columbia, Universal, United Artists and Loew's.

Raftery, Phillips Hit Trust Suit Bill

WASHINGTON, Oct. 17.—Two top-ranking industry lawyers—Edward C. Raftery and Louis Phillips—have warned Congress not to pass a pending bill to give private parties more time to file treble-damage anti-trust suits.

The measure, introduced in the Senate by Sen. Holland (D., Fla.) and in the House by Rep. Evins (D., Tenn.), appears to have no chance of passage

(*Continued on page 8*)

Mulvey and Hovell Get 'Youth' Awards

James A. Mulvey, president of Goldwyn Productions, and Albert A. Hovell, president of Century Theatres, are among five persons—and the only ones to be cited in the film industry—who will receive "Youth Oscars" on Nov. 1 at the Waldorf-Astoria Hotel here, where Youth United will honor them for being an inspiration to the youth of America. The organization is fighting juvenile delinquency.

Jack Dempsey Plans One or Two a Year

Jack Dempsey said here yesterday he intends a full-scale active role in production and plans to make one or two features a year with his production partners, Harry M. Popkin and Samuel Stiefel. One of boxing's most famous names said a film of his life story will be part of the program if required clearances are obtainable.

Dempsey, Popkin and Stiefel were hosts to the trade press at a luncheon at the Sherry Netherlands Hotel here. The trio already has completed "The Big Wheel," starring Mickey Rooney and Thomas Mitchell, for United Artists release. They will concentrate on major sports, all keyed to combatting juvenile delinquency.

No newcomer to films, Dempsey worked as an extra in 1916 and subsequently in featured roles. He said at

(*Continued on page 8*)

Flexibility Marks U-I's New Ad-Publicity Policy

Holding that industry advertising-publicity approaches in the past generally have reflected treatment of the film business as though it were "static," Henry A. Linet, Universal-International's Eastern advertising director, explained here yesterday that the company has adopted an advertising-publicity policy which accommodates "alternate approaches" and "re-evaluations."

That, Linet said, is the foundation upon which national advertising-publicity director David A. Lipton has established his new plan for meetings of company advertising-publicity executives every three months instead of annually.

Thus, the Universal-International advertising-publicity department hereafter will re-examine its policies, progress or lack of progress, and idea developments four times a year. And the various approaches could be subject to change that many times a year, depending on whether or not advertising-publicity techniques are registering according to expectations.

Linet cited as differing campaigns those which the advertising-publicity department has employed for "Ma and Pa Kettle" and "Illegal Entry." The former, which cost approximately $400,000 to produce, is understood to have grossed in excess of $1,700,000 already without having been released in the East. Credit for this achievement, Linet holds, is in large measure due to promotion work participated in by the picture's entire cast. Meanwhile, "Illegal Entry," another

(*Continued on page 8*)

UA Deal for New Financing Nears Closing

Popkin, Heller Tie-up May Involve $7 Millions

Upwards of $7,000,000 would become available for independent production under new financing deals now being negotiated by United Artists, one of which could be consummated this week, according to unofficial sources here.

The company had mapped a total of no less than four plans to obtain production money and at the moment two of them are described as being "very hot." Decision on which will be ultimately pursued has yet to be made, it was said.

Reports were that one deal would provide for acquisition of principal stock in the company and a voice in management by the Bank of America.

The second would be with a private syndicate, including producer Harry M. Popkin and a factoring company

(*Continued on page 8*)

PCCITO Votes 'PR' Support

SUN VALLEY, Ida., Oct. 17.—Unanimous endorsement of the industry public relations program adopted at the Chicago conference was voted by the Pacific Coast Conference of Independent Theatre Owners at the closing session of the convention here today.

Rotus Harvey was re-elected chairman, with Hannah Oppie retaining the post of executive secretary.

Yesterday Francis Harmon, Mo-

(*Continued on page 8*)

Seek United Front Of Tenn. Exhibitors

MEMPHIS, Oct. 17.—Tri-States Motion Picture Theatre Owners' board of directors decided today to invite Tennessee exhibitors East of the Tennessee River to join the Tri-State organization, but at the same time voted down a move to ask Kentucky exhibitors also to join.

In the past, only West Tennessee

(*Continued on page 8*)

Kerr Heads Cinecolor

HOLLYWOOD, Oct. 17.—Cinecolor board of directors announced today the election of John D. Kerr as president. Kerr, who has been board chairman the past eight months, succeeds William B. Crespinel in the post which has remained vacant since Crespinel's retirement last year.

Kerr will serve principally in an advisory capacity, with executive vice-president Karl Herzog continuing to be responsible for the company's principal business activities.

Postpone Strike for Conciliation Meet

Threatened strike of the Screen Publicists Guild and Screen Office and Professional Employes Guild has been postponed temporarily at the request of the Federal Mediation and Conciliation Service.

The strike strategy committee of the unions and representatives of the film companies will meet Thursday in an effort to avert the strike. The unions also voted to call off protest picketing of all Loew's and RKO Metropolitan area theatres and agreed that no strike be called before the conclusion of Thursday's meeting.

Pizor Vice-President Of Lippert Pictures

HOLLYWOOD, Oct. 17.—William M. Pizor has been named executive vice-president in charge of exchange operations and domestic distribution affairs for Lippert Pictures, which is now releasing Lippert Productions, Robert L. Lippert announced here today.

Pizor, who will continue in charge of foreign distribution, flew today for sessions in Chicago and Detroit before returning to his headquarters in New York.

Bernstein Prepares Suit Against Korda

LONDON, Oct. 17.—A suit for damages by Sidney Bernstein, head of the Granada Circuit and co-producer with Alfred Hitchcock of "Under Capricorn," against Sir Alexander Korda is expected to come before the chancery division of Supreme Court here in the near future.

It is understood that Bernstein claims breach of an agreement in connection with arrangements for the acquisition of shares in British Lion.

PCC Launches Fifth Hollywood Campaign

HOLLYWOOD, Oct. 17.—Permanent Charities Committee today launched Hollywood's fifth annual appeal with personal telegrams from chairman Y. Frank Freeman and studio co-chairmen to 970 top-bracket earners urging immediate contributions. The appeal seeks $1,350,000 for distribution among major charity agencies in the Greater Los Angeles area.

Personal Mention

GEORGE J. SCHAEFER will leave here for Europe by plane on Oct. 24.

•

VIRGINIA AARON, New Jersey booker at the M-G-M exchange here, has announced her engagement to BURNETT EDELSTEIN of Warner's Hudson Theatre, Kearney, N. J. EDDIE AARON, 20th-Fox Midwest division manager, is the bride-to-be's brother.

•

WALTER TITUS, Republic division manager, arrived in Indianapolis yesterday from New York and will proceed to Memphis to attend the convention of Theatre Owners of Tennessee, Mississippi and Alabama.

•

JACK C. ALICOATE, film publicist, and MRS. ALICOATE are the parents of a baby girl, DONNA VIRGINIA, born Thursday at New York Hospital. CHARLES ALICOATE of *Film Daily* is the grandfather.

•

IRVING MAAS, vice-president and general manager of Motion Picture Export Association, is scheduled now to leave New York tomorrow for a two-or-three-month tour of Eastern Europe.

•

JAMES DENTON, of the 20th Century-Fox studio publicity staff, has arrived here from the Coast.

GEORGE A. HICKEY, M-G-M Western sales manager in Los Angeles, has delayed his departure for the Coast, following the sales conferences here, until later in the week. He will first visit Denver and Salt Lake City, then Los Angeles, San Francisco, Portland and Seattle.

•

FRED C. QUIMBY, head of M-G-M short subject production, will leave for the Coast tomorrow after a week here attending the sales conference.

•

SAMUEL PINANSKI, president of the Theatre Owners of America, was confined to his home in Boston yesterday with a cold.

•

E. K. (TED) O'SHEA, Paramount assistant general sales manager, is in St. Louis from New York.

•

ROLAND HOFFMANN of E. V. Richards Theatres has returned to New Orleans from Mobile.

•

LEO COHEN, foreign film distributor, has returned to New York from a trip to Europe.

•

DAVID KAY, Foremost Films president, left here yesterday for Havana.

•

JOE HORNSTEIN has returned to this city from Miami.

Wilcoxon Luncheon On 'Samson' Plans

Henry Wilcoxon, star of "Samson and Delilah," met the trade press at a luncheon at the Pierre here yesterday as part of Paramount's public relations campaign in behalf of both the Cecil B. DeMille production and industry good will in general. The talk by Wilcoxon marked his 91st in 14 cities already covered. The tour calls for visits to 41 cities in the U.S. and Canada. Wilcoxon, who is bringing his program to women's clubs, schools, church groups, press, radio, etc., characterized the result as helping "to lure new audiences to the theatre and win back old ones."

Wilcoxon yesterday showed a series of stills from the picture while giving a rough verbal outline of the picture. He also described the immense effort involved in bringing the story to the screen. Paramount researchers worked for 14 years gathering material prior to the filming, Wilcoxon said.

'U' Stock Suit Motions

Federal Judge Sylvester J. Ryan has reserved decision here on plaintiff and defense motions in the action brought against Universal executives by minority stockholder Stephen Truncale. Defendants moved that security for costs in the amount of $40,000 be put up by Truncale, while the latter's counsel moved that a referee be appointed by the court to take charge of profits alleged to have been made by the executives in stock transactions cited by Truncale.

Frank Heads Sales Of Theatre Control

DETROIT, Oct. 17.—James Frank, Jr. has been named vice-president in charge of sales of Theatre Control Corp., by Milton H. London, president. This company is placing on the market, nationally, Ticograph, a new device to automatically audit theatre admissions and to eliminate manipulation of tickets by employes.

Frank was formerly New York branch manager of National Theatre Supply and was a sales executive with International Projector Corp.

'Seabiscuit' Premiere In 255 Theatres

Warner Brothers' "The Story of Seabiscuit" will have a premiere simultaneously in 255 theatres in six states on Nov. 2. The area, which covers Ohio, Indiana, Kentucky, North Tennessee, East Illinois and West Virginia, will be blanketed by a special advertising-publicity campaign, which has already been put into operation by Mort Blumenstock, vice-president in charge of advertising. To take advantage of the campaign, the picture will open in 200 neighboring cities within 15 days of the premiere.

Atomic Story for Pal

HOLLYWOOD, Oct. 17.—George Pal has acquired "When Worlds Collide," an atomic-age story by Edwin Balmer and Philip Wylie, from Paramount for production following the completion of his "Destination Moon," which starts Nov. 7.

'Heiress' Up Second Sunday Over First

In what Paramount views as an unusual demonstration of its drawing power at the New York Music Hall, "The Heiress" grossed $25,570 net on Sunday. This is understood to be $16 in excess of the gross on the previous Sunday when the take was $25,554, also net.

J. P. Kennedy Scans British Film Scene

LONDON, Oct. 17.—Arrival here of James P. Kennedy, vice-president of the Bank of America, has given rise to trade speculation that the bank may widen its interest in production financing. That interest already is a considerable one, under the direction of Thirkild Chris, head of the bank's London branch.

Other arrivals here include Robert Benjamin, head of the J. Arthur Rank Organization in America, for conferences with Rank and John Davis, and Arthur B. Krim, who denies that his visit has any business significance. However, he has conferred with Herbert Wilcox concerning Western Hemisphere distribution of the latter's pictures.

Roy and Walt Disney are expected to arrive this week; also Eastman Kodak's Harold A. Ritter.

Brunswick Tax Invalid

BRUNSWICK, Ga., Oct. 17.—This city's tax on theatre tickets and other amusements has failed to pass a legal test, the State Supreme Court having declared the ordinance invalid. In a unanimous decision the court reversed a ruling made last May.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BETTY HUTTON · VICTOR MATURE
"RED, HOT AND BLUE"
A JOHN FARROW production with
WILLIAM DEMAREST · JUNE HAVOC
IN PERSON
ERSKINE HAWKINS and his Orchestra
NELLIE LUTCHER
THE TRENIERS
STUMP & STUMPY
THE CLARK BROS
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

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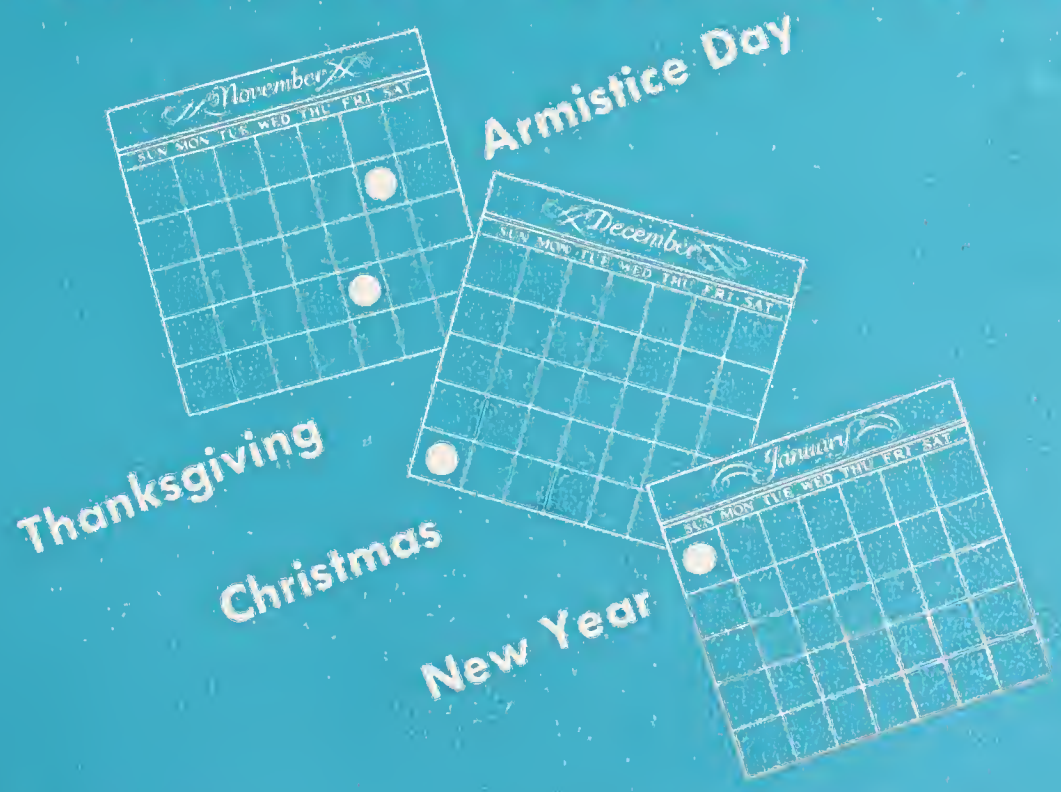

These holidays will be bigger this year than ever before with never-bigger Paramount hits like . . . . . .

FOR ARMISTICE DAY

LADD

pays off! As a fighting reporter, blasting gangland to avenge a wronged girl who was a "right guy"!

ALAN LADD
and
DONNA REED
in
"Chicago Deadline"

with JUNE HAVOC · IRENE HERVEY
ARTHUR KENNEDY

Produced by ROBERT FELLOWS
Directed by LEWIS ALLEN
Screenplay by Warren Duff
Based on a Story by Tiffany Thayer

Everything's Goin' To Be ALL RIOT! Bombshell Betty's back in a block-bustin' musical!

BETTY HUTTON
and
VICTOR MATURE
in
"RED, HOT AND BLUE"

A JOHN FARROW production with
WILLIAM DEMAREST
JUNE HAVOC

Produced by ROBERT FELLOWS
Directed by JDHN FARRDW
Screenplay by Hagar Wilde and John Farrow : Story by Charles Lederer

. . . Betty stops the show with America's favorite song, "NOW THAT I NEED YOU" and three other Frank Loesser hits!

FOR THANKSGIVING

FOR CHRISTMAS
and NEW YEAR

Made-to-order to outgross 1948's top holiday grosser, "The Paleface"!

BOB HOPE · RHONDA FLEMING

in "The Great Lover"

New Songs By
Ray Livingstan and Ray Evans
(the composers of "Buttons and Bows")
"A Thousand Violins"
"Lucky Us"

with
ROLAND YOUNG · ROLAND CULVER
RICHARD LYON · GARY GRAY
Produced by EDMUND BELOIN
Directed by
ALEXANDER HALL
Written by Edmund Belain,
Melville Shavelson and Jack Rose

FROM THANKSGIVING TO CHRISTMAS . . .
These all-time great Paramount Champions will beat the competition of Christmas shopping. Crowds from the stores will stop off for relaxation and an entertainment lift!

BING CROSBY · FRED ASTAIRE
in Irving Berlin's
"HOLIDAY INN"
The "White Christmas" picture!

Irving Berlin's "HOLIDAY INN" starring BING CROSBY & FRED ASTAIRE with Marjorie Reynolds • Virginia Dale • Walter Abel A MARK SANDRICH Production • Lyrics and Music by Irving Berlin • Screen Play by Claude Binyon • Adaptation by Elmer Rice

BARBARA STANWYCK · HENRY FONDA in
"THE LADY EVE"
Written and Directed by
Preston Sturges
VEXIEST comedy of them all!

Barbara Stanwyck and Henry Fonda in "THE LADY EVE" with Charles Coburn William Demarest • Eugene Pallette • Martha O'Driscoll • Eric Blore • Written and Directed by Preston Sturges • Screen Play Based on a Story by Monckton Hoffe

FOR HOLIDAY BUSINESS ANY DAY YOU PLAY IT

Paramount
PRESENTS ITS FINEST OF '49

WILLIAM WYLER'S

"The Heiress"

Produced and Directed by WILLIAM WYLER
Screenplay by Ruth and Augustus Goetz
Based upon their stage-play

starring

Olivia de Havilland
Montgomery Clift
Ralph Richardson

with MIRIAM HOPKINS
Mona FREEMAN · Vanessa BROWN · Selena ROYLE

Every day in the year you can build a *better* show with
PARAMOUNT NEWS & SHORTS

Theatres Bid for Juvenile Business

Cincinnati, Oct. 17.—Theatres in several situations in this area are making a big play for juvenile patronage.

At Springfield, O., the Regent-State Corp., operating five houses, has arranged with the Council of Churches to award a ticket to each child attending Sunday school for four consecutive weeks. At Morgantown, W. Va., Warner's Strand is giving live kittens and bags of popcorn to the first 100 children to enter the theatre for Saturday morning matinees, while the Star-View Drive-in near Norwalk, O., is providing a free bottle-warming service for families with babies who attend the theatre.

Eastman House

(*Continued from page* 1)

Speakers at the opening ceremonies will include James E. Gleason, chairman of the board of trustees of George Eastman House; Mayor Samuel B. Dicker of Rochester; Mrs. Frank E. Gannett and Mrs. George B. Dryden.

A symposium on the Science and Art of Photography will follow with the participation of Dr. Douglas Spencer, past president of the Royal Photographic Society of England; Dr. Marcel Abribat, member of the council of the Societe Francaise de Photographie; Edward Steichen of the Museum of Modern Art; Earl I. Sponable, Society of Motion Picture Engineers; Charles G. Clarke, American Society of Cinematographers; John G. Mulder, Photographic Society of America, and Col. George Goddard, U. S. Air Force.

A memorial to George Eastman will be presented in the evening with the participation of Mary Pickford, Dr. C. E. K. Mees, Dr. Alan Valentine, Admiral Richard E. Byrd and the Rochester Philharmonic Orchestra.

U. S. Equipment for Canadian Telecasts

OTTAWA, Oct. 17.—American-type equipment will likely be used for television stations in Canada. Construction plans already formulated will start to be carried out just as soon as the Canadian Parliament approves the $4,500,000 loan to the Canadian Broadcasting Corp., for the equipment. Approval is expected within a couple of weeks, or less.

While British equipment would save U. S. dollars, American equipment would make technical experts from the U. S. more readily available, likewise replacement parts.

'Bystander' Completed

Laurel Films have completed "Guilty Bystander," starring Zachary Scott and Faye Emerson, five days under schedule and six per cent under budget.

Cohan Anniversary

Jerry Vogel suggests that the songs written by George M. Cohan be used as a tribute on Nov. 5, on the seventh anniversary of his death.

Reviews

"Beyond the Forest"

(*Warner Brothers*) *Hollywood, Oct.* 17

TO the long list of bad girls portrayed by Bette Davis in the course of her sultry career is added now one Rosa Moline, worst of the lot, a small-town wife with big-town ideas and no concern whatever with any of the normal standards of the moral or apparently any other code.

This gal, unlike most or all of the other baddies Miss Davis has represented, hasn't even a visible reason, real or imagined, for being as unrelievedly bad as she is, but she does have enough determination to propel her the full distance down the road of evil to the point where the wages of sin turn out to be seemingly uncounted upon death.

She gives an audience no tenable basis on which to base sympathy for her, which probably explains why the womenfolk in the preview audience were not doing any of the weeping common to feminine observers of Miss Davis' best work. But she certainly does give them a demonstration in how to make the greatest possible amount of trouble for the largest possible number of relatives, acquaintances and innocent bystanders. The picture is strictly a Davis performance, with even Joseph Cotten as the tolerant husband getting little chance to work out. It is for adults in the strictest sense of the term.

The script, by Lenore Coffee, from a novel by Stuart Engstrand, presents Miss Davis as the discontented wife of a doctor in a small town not far from Chicago. At the time the picture opens she is already well into a clandestine affair with a Chicago millionaire who maintains a hunting lodge near her town, and she decides to build this into something bigger by leaving home and presenting herself to him at his office in the city. This turns out to be unsuccessful, however, because he's got himself engaged to a society girl meanwhile, and she goes back home to resume her wifehood, becoming pregnant to the husband's delight and her disappointment.

Then the millionaire comes to town again, tells her he has broken his engagement and wants to take her away with him, and she is on the point of leaving with him when the lodge-keeper, who knows of her pregnancy, threatens to tell the millionaire. She murders the lodge-keeper to prevent the disclosure, testifies it was accidental and is acquitted on that ground, and then goes to an abortionist for treatment but is caught up with by her husband before anything is done. En route home, she jumps off the road and down a hill to produce the effect of abortion, and is rescued and medcially treated by her husband.

All this has been pretty hard on her system, though, and she raises a fever, which her husband seeks to cope with but is prevented from doing, when she dashes the required medicine from his hand. While he has gone for more of it she dresses, staggers toward the train that's about to leave the station for Chicago, and falls dead in the street.

It is all a sordid chronicle, produced by Henry Blanke and directed by King Vidor. Miss Davis gives it her very substantial all, but would have fared better if the writers had given her a reasonable facsimile of a reason for doing the things she is bent on doing.

Running time, 96 minutes. Adult audience classification. Release date, Oct. 22. WILLIAM R. WEAVER

"A Kiss for Corliss"

(*Nasser-United Artists*)

THRICE-DIVORCED gay blade David Niven and innocent schoolgirl Shirley Temple are the pivotal characters in a gay, rowdy situation comedy which figures to get a good count on the laugh-meter at almost any theatre.

"A Kiss for Corliss" whips up all sorts of humorous mayhem as it skips from the coutroom where Niven disaffiliates from his most recent wife to many a gagged-up situation involving evidences of a romance between him and Shirley. A good man for unsubtle comedy just short of the pratt-fall variety, Tom Tully is sure to draw yak-yaks as Shirley's utterly distracted father and the opposing lawyer in Niven's divorce trial. Virginia Welles, Darryl Hickman, Richard Ellis, Richard Gaines, Kathryn Card, Gloria Holden and Roy Roberts are the others participating in the farce.

Shirley's entries in her diary of fictitious escapades with Niven, aimed to make her real boy friend jealous, are taken to be the truth by all concerned. Niven, just for a lark, pretends that the romance really exists. Things get out of hand to the point where they are on the brink of a forced marriage before the truth outs and Niven, who was sweating it out, emerges as a free man again, though badly battered.

Made under the James Nasser aegis, Colin Miller's production is unelaborate but substantial and tidy. Richard Wallace directed with proper emphasis on madcap comedy. Howard Dimsdale wrote the story and screenplay, based on a character, Corliss Archer, created by F. Hugh Herbert.

Running time, 88 minutes. General audience classification. Release date, Nov. 25. GENE ARNEEL

Admission Tax Aids Italy's Unemployed

ROME, Oct. 17.—A 10 per cent tax on admissions, to be in effect from November to April on Sundays and holidays, has been approved by the government's cabinet council. The tax, considerably higher than the one levied a year ago, goes into a winter fund to aid the unemployed.

Golden Gate Begins Vaudeville Oct. 26

SAN FRANCISCO, Oct. 17.—The Golden Gate will be the first theatre West of Kansas City to show vaudeville under the RKO circuit's New York Palace Theatre policy.

Four shows a day, plus a feature picture will be presented beginning Oct. 26.

Elmer Clifton, 59, Director and Writer

HOLLYWOOD, Oct. 17.—Elmer Clifton, 59, veteran film director and writer, died of a stroke last night at California Hospital. First of more than 200 directing or writing credits came to Clifton with the direction of "Her Official Father." He was associate director of D. W. Griffith's "Way Down East," and wrote, directed and produced "Down to the Sea in Ships."

The widow, two daughters, one of whom is Dorinda Clifton, an actress, and a son survive. The funeral will be tomorrow at Forest Lawn.

Leiber Services Today

HOLLYWOOD, Oct. 17.—Funeral services will be conducted tomorrow at St. Matthew's Episcopal Church for Fritz Leiber, 67, actor, who died at his home here last Friday. He had entered pictures in 1917 after a stage career in Shakesperean roles, alternating thereafter between films and footlights. He had completed a role in M-G-M's "Devil's Doorway" last week. The widow, Virginia Bronson Leiber; a son, Fritz, Jr., and a sister survive.

F. Ray Comstock, 69

BOSTON, Oct. 17.—F. Ray Comstock, 69, theatrical producer said to be the discoverer of Marion Davies and the Dolly Sisters, died Saturday at his home here.

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Long FCC Delay on New TV Channels

Washington, Oct. 17.—A final FCC decision on opening new channels for television will be delayed at least until December.

Testimony on the Commission's plans for reshuffling present channels and opening new ones will come only after color television is disposed of. Originally, it was thought color would take some two or three weeks, starting in late September. The hearings started as scheduled, but so many wanted to testify that the FCC has revealed it will be studying color television well into December.

Legion Rates 14; Classes One 'B'

Fourteen additional pictures have been classified by the National Legion of Decency, with one, United Artists' "Under the Sun," getting a "B" rating.

In Class A-I are Monogram's "Across the Rio Grande," "Haunted Trails," "Hold that Baby," "Joe Palooka in Counterpunch," "Range Justice," "Roaring Westward' and "Western Renegades"; Columbia's "Bandits of El Dorado"; Republic's "Down Dakota Way," and Eagle-Lion's "Trapped" and "Zamba." In Class A-II are M-G-M's "Conspirator" and RKO Radio's "Strange Bargain."

Veterans Group Seeks A Theatre Memorial

The Veterans Theatre Memorial will launch a membership drive with a "Salute To Show Business," in the Hotel Astor on Nov. 5. "The affair, an entertainment and dance, is the first step toward the attainment of a veterans-inspired theatre which will be a center of the entertainment arts, serving the people of show business, the veterans, and the general public," according to the group.

U-I's Ad-Publicity

(*Continued from page* 1)

low-budget picture, is said to have grossed equally well, largely because of promotion work contributed by Mel Hanks, former FBI agent, who served as technical adviser on the picture.

Therefore, Universal's advertising-publicity view is that just because promotion activity by a cast has contributed to the financial success of a picture, it does not necessarily follow that this procedure always will succeed, according to Linet. Plans for promoting the forthcoming "Bagdad," he pointed out, feature field activity by the film's set designers, the sets being one of the picture's principal assets.

In conjunction with these approaches, Linet emphasized, the U-I advertising-publicity department is bearing in mind that a picture does not have to be an exploitable one, *per se*, to rate strong promotion campaigns. If there are no evident exploitables in a picture, then the company will hunt for "angles" in the picture until they are found, Linet said.

Theatre TV Hearing Unaffected by Suit

WASHINGTON, Oct. 17.—The Paramount case or other anti-trust violations of individual film companies could not figure in any hearing ordered by the Federal Communications Commission on the industry's request for theatre television frequencies, it was learned here.

The Commission, it was said, has adopted in the past a policy of ruling irrelevant the qualifications of any individual party in an allocation proceeding. Such qualifications would become pertinent only after the FCC allocates the frequencies and when a party then applies for a specific frequency for its own use.

There had been fear that the FCC's known "soul-searching" over whether to let Paramount anti-trust case defendants into television would prejudice the industry's plea for theatre television channels. Industry attorneys who have studied past FCC rulings on this point say that the Commission would have to completely reverse more than a score of rulings to consider the Paramount case in the general allocation proceedings.

To Discuss Jobs in Films, Radio and TV

Representatives of 14 unions and guilds covering the arts and crafts in film, radio and television fields have been invited by the Dramatic Workshop to discuss job potentials, wage levels and union qualifications for prospective workers in their fields at an open meeting to be held at the President Theatre here on Thursday evening.

Ascap 'TV' Accord

(*Continued from page* 1)

80 per cent of Ascap's membership who earlier had assigned their rights to the Society for a two-year period, whereas now they must be willing to go along for five years. That they will approve appears a strong likelihood.

Ascap invited reporters and press photographers (no TV cameramen) to witness the signing of the agreement, negotiations of which were drawn out over a period of nine months. Robert P. Myers, vice-president of National Broadcasting, was chairman of the video negotiating committee.

Signing for Ascap was president Fred E. Ahlert. For the networks were: Charles R. Denny, executive vice-president of National Broadcasting; Joseph H. Ream, executive vice-president of Columbia Broadcasting, and Mark Woods, president of American Broadcasting.

Seek United Front

(*Continued from page* 1)

exhibitors belonged to Tri-States but statewide legislative problems have made it desirable for exhibitors all over Tennessee to work together through the TOA affiliate. The board's action will be submitted to the membership of Tri-States which was gathering at the Hotel Gayoso in Memphis today for a four-day convention.

Registration, visits to a "Showmen's Exposition," the board luncheon for officers and a cocktail party tonight featured the opening day's sessions. Business sessions will start tomorrow.

Raftery, Phillips

(*Continued from page* 1)

this year but may be revived next year. A Senate Judiciary sub-committee held brief hearings on the measure but has not acted on the bill, and there have not even been hearings in the House Judiciary Committee.

The bill would give private litigants six years from the time they discover they have been injured to file such suits. Under present law, the statutes of limitation—two or three years from the time of injury, in most cases—apply.

The motion picture industry, Raftery warned Congress in a letter made public today, faces "the danger of destruction by treble-damage litigation," with 93 suits seeking damages of more than $50,000,000 already filed against United Artists alone. The UA attorney said he believed that "instead of enlarging the statute of limitations, Congress should give consideration to complete elimination of these treble-damage suits under the present statute, retaining only the right of the private litigant to apply for equitable relief."

A letter from Phillips took much the same position. He said, "lawyers" no longer able to bring minority stockholder suits and accident cases have entered the anti-trust field, and "large business enterprises are daily beset by a large number of anti-trust suits, many of them without the slightest merit and which must be defended at great cost."

He said that if a Federal statute of limitations were enacted, it should be at the most three years.

PCCITO

(*Continued from page* 1)

tion Picture Association vice-president who played a leading role at the Chicago parleys, told the meeting that industry members must "pin back the ears" of those who attack films.

I. E. Chadwick, president of the Independent Motion Picture Producers Association, was the main speaker at today's session.

PCCITO members also voted to recommend to distributors that more time be given between bids and their award and the release of pictures to allow more time for advertising; that all bids be sealed and opened before interested parties; that competitive bids be taken where exhibitors ask for it; that if voluntary arbitration is adopted both parties are to appoint one arbitrator and the arbitrators in turn will appoint a third arbitrator within 10 days from the first panel submitted; that all parties agree to the decision of the three arbitrators; that in event of an appeal the board be set up in the exchange area where the disputants live and be made up of men selected from the area where the dispute takes place.

The meeting was attended by 165 exhibitors and distributors-producer representatives from Utah, Idaho, Montana, Oregon, Washington, California and Alaska.

Dempsey Plans

(*Continued from page* 1)

one time he owned about $150,000 worth of stock in United Artists but other than that his investment in the new company represents his first direct financial interest in production.

UA plans to premiere "Wheel," which has automobile racing for its theme, in Indianapolis next month. Popkin said negative costs amounted to about $900,000.

Short Subject

"The Fight for Better Schools"

(*March of Time—20th-Fox*)

What can people do to improve their schools, and how can they do it? March of Time turns to the case history of Arlington, Va., for the answer to this question. The parents of Arlington, realizing that the city's schools were out of date, poorly equipped and under-staffed, banded together a few years ago in a determined effort to provide their youngsters with the educational facilities to which they were entitled. The organized parents attained their goal, even though they were forced practically to go into politics to do it. This story and some additional points of information concerning the status of public schools in America are served up here in MOT's customary concise, factual and entertaining manner. Running time, 20 minutes.

UA Financing

(*Continued from page* 1)

headed by Walter Heller, Chicago financier. Popkin, who is now here, and UA president Gradwell L. Sears, are prepared to leave for the Coast momentarily in the event that the closing of either of the deals appears in immediate prospect.

A revolving fund in the amount of between $5,000,000 and $7,000,000 would be established by the Popkin-Heller group which, in turn, would derive about 6½ per cent of the distribution gross of films involved, in addition to usual interest rates. Investing his own capital in the project in addition to committing himself to delivery of a certain number of films, Popkin is understood to be insisting on taking over the production helm of UA with complete autonomy so far as administration of the production fund is concerned.

UK Financed

(*Continued from page* 1)

FFC will be exhausted well before the £5,000,000 granted by Parliament to end of its scheduled five years' existence and that in the near future the House of Commons will be asked for another grant.

The corporation, Lawrie said, received 57 formal applications for loans, of which 31 were rejected. A loan previously approved for Filippo del Giudice's Pilgrim Pictures has been cancelled, Lawrie said. The biggest advance, believed to be in excess of £2,000,000, was made to Harold C. Drayton's British Lion, third biggest production unit here, and is regarded by the trade as having saved the company from disaster.

The B-L loan is secured by mortgages on all of the company's properties. With that, the Finance Corporation exercises considerable control of B-L affairs, including passing upon all budgets and production investments.

Fire in Print Plant

KANSAS CITY, Oct. 17.—A fire in the plant of Associated Publications, which prints *Box-Office* weekly, damaged some equipment. Distribution of this week's edition will be slightly delayed.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 76 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 19, 1949 TEN CENTS

Field Grosses Show Steady 3-Month Rise

$13,929 Weekly Average Reached in Key Cities

Theatre business maintained a steady improvement during the last three months, and during one week —the first in September—darted ahead of the corresponding week of 1948, according to reports on some 180 situations in key cities received from MOTION PICTURE DAILY correspondents in the field.

Average weekly income for September rose to $13,929 from August's $13,603, which was ahead of July's $13,374. Weekly average per theatre for August

(*Continued on page* 5)

N. Y. Grosses Are Mild

A few choice holdovers are doing better than most new film shows at the New York first-runs this week. Business generally is moderate, showing little gain over last week when the matinee trade was considerably off as a result of the World Series.

"The Heiress," with a stage presentation, continues to be a big money-maker at the Music Hall where the second week's gross is estimated at $145,000, only $10,000 under the first week which included the Columbus Day holiday. "My Friend Irma," with Dick Stabile, Dean Martin and Jerry

(*Continued on page* 5)

'Hamlet' Gets First Full Circuit Deal

J. Arthur Rank's British-made and Universal distributed "Hamlet" has been booked by the Fox West Coast circuit of 280 theatres, it was announced here jointly yesterday by Charles P. Skouras, FWC president, and Nate J. Blumberg, U-I president. The deal is effective immediately.

In "Hamlet's" first year in this country, which ended recently, the picture is said to have grossed in excess of $1,500,000.

Government Moves in on Color Television; To Make Own Tests

Washington, Oct. 18.—The Federal Government officially and unexpectedly announced today that it would conduct its own tests on the various color television systems now being touted by private companies.

The Federal Communications Commission has been holding hearings on color TV for the past month, with engineers from CBS, RCA and Color Television, Inc., boosting their own systems, with considerable differences of opinion. FCC chairman Wayne Coy now announces that the Commission requires non-partisan scientific advice on the various systems, and the Commission's technical experts will run their own tests on the three systems. The three companies were directed to make the necessary equipment available to FCC engineers.

Code Like Hollywood's On the Way for Mexico

MEXICO CITY, Oct. 18.—Censorship strife in the film business here has been calmed with the announcement by the National Cinematographic Commission, J. C. Lopez, chairman, that, following consultations with producers, distributors, exhibitors and all other industry factors, it will draft a "code of supervision" and promptly present it to Congress. It is understood the code will strongly reflect the PCA code which applies to Hollywood product. Morality, good taste and manners, as well as artistry, will be featured. Congress is expected to approve the code, which will then become law. The Hollywood PCA code is accepted voluntarily by producers there.

The announcement, reportedly prompted by President Miguel Aleman, pleases most producers. However, some producers resent the stricter censorship drive started by a Sena-

(*Continued on page* 5)

Note to N. Y. Critics

***Le Figaro,* leading Paris newspaper, in its review of "Joan of Arc" by the noted critic, Louis Chauvet, said: "'Joan of Arc' is the most honest, most sincere, most faithful historical motion picture Hollywood has produced."**

The criticism appeared following the picture's premiere at the National Opera House in Paris on October 13.

Oct. 25-27 Variety Parley to Vote on Industry 'PR' Plan

On the agenda for the business meetings of the Oct. 25-27 third mid-year conference of Variety Clubs International, to be held at the Hotel Astor here, are a discussion on the industry's Chicago public relations meeting, with a vote on ratification; a report on the first four months' operation of Variety Hospital at Saranac Lake; reports from all international officers; committee reports on the Heart Awards, scholarships in Phillips Exeter College and a final report on the agreement with AGVA.

More than 700 reservations already have been received for the banquet which will be held on Oct. 27 in conjunction with the conference, it is reported by the New York tent. The banquet will be broadcast and televised. A stage show which will follow the limited speaking program will be under the direction of Russell

(*Continued on page* 4)

450 Register for Allied Convention

WASHINGTON, Oct. 18.—Advance registration for the Allied States national convention in Minneapolis next week has passed the 450 mark and is still mounting, according to word received at Allied headquarters here from the convention committee in Minneapolis. This total is in addition to distribution and other company representatives, of whom scores are expected.

The advance list of delegates indicates that all Allied stalwarts will be on hand. Among those actively participating will be William Ainsworth (who will preside), John Adler, W. C. Allen, Benjamin Berger, Ray

(*Continued on page* 4)

Reade Heading For Court On RKO Split

Insists It Sell Partner Interests in NJ Circuit

Circuit operator Walter Reade said here yesterday he will seek a U. S. District Court order directing RKO to sell out its interests in a jointly-operated circuit of 11 theatres in Trenton and New Brunswick, N. J., to him at book value in the event RKO refuses to do so by its consent decree deadline of Nov. 8.

RKO has offered to buy out Reade or sell its interests to him at $1,500,000, which amount the company declares to represent market value of its 50 per cent ownership of the circuit.

(*Continued on page* 5)

Sues Schines For Million

UTICA, N. Y., Oct. 18.—A $1,050,000 anti-trust suit was filed here today against Schine Chain Theatres by the administrator of the estate of Charles E. Dickinson, who owned the Palace Theatre in Lockport in the mid-30s.

Raymond E. Bookout, administrator of Dickinson's estate, asks $350,000 damages, trebled, charging that Schine, by means and methods held illegal by the U. S. Supreme Court, forced Dickinson to sell the Palace to the circuit. The suit was filed against eight Schine corporations and J. Myer Schine, Louis W. Schine and John A. May.

Vote Union Shop at Hollywood Studios

IATSE members in the Hollywood studios voted by an average majority of 98 per cent in favor of authorizing the union and its Hollywood locals to enter into a union-shop contract provision, as set forth in the basic agreement signed on Aug. 10, "IA" headquarters here reports.

The Taft-Hartley Act provides that this feature of an agreement cannot be made effective until the majority of a union's members vote in favor of it.

Sullivan Hits Tax At Tri-States Meet; Elect Officers Today

MEMPHIS, Oct. 18.—Motion pictures are "the poor man's entertainment," and are not a luxury, Gael Sullivan, executive director of the Theatre Owners of America, said today as he lashed out at the Federal excise taxes on admissions. Sullivan spoke at the second session of the four-day 40th annual convention of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee.

"Films render a service to the great mass of people, and the excise taxes they have to pay are unfair," he said. "We are an integral part of Main Street and should not be taxed more than any other business. Theatre owners are being discriminated against."

Leon J. Bamberger, RKO Radio exhibitor relations head, urged the theatre owners to place emphasis upon the building of good will.

Election of officers will be held tomorrow with Max Connett, Newton, Miss., exhibitor said to have the inside track. W. F. Ruffin, Sr., out-going president, was stricken ill at the convention and was taken to his home in Covington, Tenn.

NTFC Names Jaeger Board Chairman

Andrew Jaeger, film director of television station WABD, was elected chairman of the board of directors of National Television Film Council at a luncheon-meeting of the board here yesterday. The meeting was conducted by Melvin L. Gold, president.

A temporary committee, comprised of Jaeger, Jack Glenn, and Irwin Shane was appointed to investigate the possibility of establishing a television film job information service. Next meeting is scheduled for Oct. 27.

George Murphy on Tour

George Murphy, M-G-M star, will represent the company in a series of exhibitor and educational meetings, starting with the Tennessee-Alabama Theatre Owners convention in Memphis today, then heading for Minneapolis for the Allied national convention Oct. 25-26, then appear at the University of Minnesota and discuss the film industry before the student body; then Detroit for a charity drive appearance, and he will next make a stopover at Chicago, then New York for the world premiere of "Battleground" at the Astor, Nov. 10.

New Agenda for Wolf

Seven more speaking assignments have been lined up for Maurice N. Wolf, assistant to H. M. Richey, exhibitor relations head for M-G-M. Wolf will first appear at the Kiwanis at Roslyn, L. I., today. On Oct. 25 he will appear before the Rotary, Englewood, N. J.; on Oct. 27, before the Masonic Lodge at Charlestown, Mass.; on Nov. 3, at the Rotary, Cambridge, Mass.; Jan. 23, Rotary and Lions, Princeton, Ill.; Jan. 26, Publicity Club, Chicago, and on Jan. 27, at the Federation of Women's Clubs, Chicago.

Personal Mention

WILLIAM A. SCULLY, Universal - International distribution vice-president, and MAURICE BERGMAN, director of public relations, will leave here tomorrow for Hollywood.

•

RUDY WEISS, head of Warner Theatres real estate department, is in Washington today from New York, and NAT FELLMAN, Warner Theatres executive, is in Philadelphia, also from New York.

•

RAY JULIAN, here from the Coast for the shooting of Laurel Films' "Guilty Bystander," plans to remain for some time.

•

EMANUEL SILVERSTONE, 20th Century-Fox International vice-president, will leave here Saturday by plane for a tour of the Far East.

•

ETHEL WATERS will be presented a bronze plaque by the Negro Actors Guild on the stage of the Rivoli Theatre next Tuesday evening.

•

NAT LIEBESKIND, foreign films distributor and exhibitor, will leave here today for Havana.

•

R. T. INGRAM, Columbia division manager, was the guest at a company luncheon held in New Orleans last week.

•

ALAN W. COOK, manager of Ansco's Eastern technical service department, will leave here today for an extended stay in Paris.

•

JULIUS and PHILIP EPSTEIN, Hollywood writing team, are here from the Coast.

SPYROS P. SKOURAS, 20th Century-Fox president, returned here yesterday from Coast conferences with JOSEPH SCHENCK, executive head of production; DARRYL F. ZANUCK, production vice-president, and JOSEPH MOSKOWITZ, Eastern studio representative.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales, left here yesterday for Philadelphia and Washington. He will return to New York on Monday.

•

ELLIS G. ARNALL, president of the Society of Independent Motion Picture Producers, is due in New York at the end of the week from Atlanta and Washington.

•

C. J. FELDMAN, Universal-International Western sales manager, will leave New York today for Chicago and Milwaukee.

•

JOHN KIRBY, newly-appointed Southern division sales manager for Warner, will make his headquarters at the home office here.

•

FRANK GROSS, Cleveland theatre owner, is recovering at Mount Sinai Hospital there from an operation.

•

MARTIN RAGAWAY, Universal-International writer, is here from Hollywood on a three-week visit.

•

GEORGE P. KITTEL, Inter-World Films secretary-treasurer, will leave New York this week for Europe.

•

COLIN MILLER, producer, left here yesterday for the Coast.

Republic Wins Motion

New York Supreme Court Justice William Hecht yesterday granted Republic's motion for preclusion of certain evidence in the action brought by authoress Helen Lawrenson, who has charged that exhibition of "Brazil" at the Rialto Theatre, Whitestone, L. I., held her "honesty, integerity and reputation up to public ridicule." Plaintiff, under the ruling, must furnish a further bill of particulars. The theatre's owner, Stone Cinema, and Republic International, also were named defendants.

Lift Ban on Theatre

MEMPHIS, Oct. 18.—Agreement has been reached between Fred Joaynes, owner of the Joy Theatre, West Memphis, Ark., and the West Memphis mayor and councilmen for re-opening on Oct. 21 of the theatre, which was ordered closed last week after a showing of "Sinful Love" and "Hollywood Revels."

New Lockwood Company

HARTFORD, Oct. 18.—Certificates for two new corporations, both headed by Arthur H. Lockwood, Theatre Owners of America chairman, have been filed here. They are the Danbury Drive-In Corp. and Susan Sweets of Danbury, Inc.

UK Censors Nix 'Manon'

LONDON, Oct. 18.—"Manon," French production highly praised by many critics here and which was awarded high honor at the recent Venice Festival, had been refused a certificate by the British Board of Film Censors. The Board's edicts have no standing in law, although they are commonly accepted as a rough-and-ready censorship compromise.

N. Y. Seeks a New Censor

ALBANY, N. Y., Oct. 18.—The State Civil Service Commission will hold an examination on Dec. 10 for a motion picture reviewer (censor), for a vacancy existing in the New York City office of Motion Picture Division of the State Education Department. Closing date for applications for the position, paying $3,846 to $4,752, is Nov. 4.

Fabian at Boston Dinner

BOSTON, Oct. 18.—S. H. Fabian, national chairman of the United Jewish Appeal motion picture division, was the guest tonight at dinner given by Boston theatre division of the Combined Jewish Appeal. Samuel Pinanski, Arthur Lockwood, Herman Rifkin, Edward S. Canter, George Markell and Lou Gordon were among those in attendance.

Newsreel Parade

THE guilt of the 11 Communist leaders and the address by Pandit Nehru are current newsreel highlights. Other items include a parade in Hong Kong, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 84 — Communists found guilty.- Pandit Nehru before U.S. Congress. Jeanne Crain in cement at Grauman's Chinese Theatre. Football.

NEWS OF THE DAY, No. 214—War clouds over Hong Kong. Communists leaders found guilty. New York hails Pandit Nehru. Football.

PARAMOUNT NEWS, No 17—Communist leaders found guilty. New Red gains in China.

TELENEWS DIGEST, No. 43-A—Eleven Communists convicted. Reds celebrate new government in Berlin. Czechoslovakia sports festival. Myrna Loy in Paris. Pandit Nehru addresses Congress. Gen. J. Lawton Collins in Japan. Princess Elizabeth's son on outing. Football.

UNIVERSAL NEWSREEL, No. 292—Communists found guilty. Hong Kong today. Football.

WARNER PATHE NEWS, No. 19—Communists' trial ends. Red parade in Hong Kong. American fashions. Football. Great Americans: Clare Barton.

Coast Starts Four, Nine Completed

HOLLYWOOD, Oct. 18.—The production index slipped into reverse this week, for a total of 24 in work. Only four new pictures were started, while nine were completed.

Starting were: "No Sad Songs," Columbia; "Hollywood Varieties," Lippert; "Gun Thunder," RKO Radio; "The Iroquois Trail," UA. Finished were: "Petty Girl" and "Captive Girl," Columbia; "Never Fear," Eagle-Lion; "The Flying Saucer," Independent; "Yellow Cab Man" and "Devil's Doorway," M-G-M; "Borrowed Guns," Monogram; "With All My Love," RKO Radio; "Daughter of Rosie O'Grady," Warners.

Al Jolson Is Named 'Personality of Year'

WASHINGTON, Oct. 18.—Al Jolson has been chosen the entertainment world's "Personality of the Year" by Variety Club Tent No. 11 here. The first recipient of what the Tent plans to be an annual award, Jolson was chosen unanimously by a committee consisting of the present and past chief barkers.

The award will be made at the Tent's annual dinner-dance on Nov. 19. The Tent plans to build in its clubroom a "Hall of Fame" of busts of each year's winner.

Auslet in 16mm. Deal

NEW ORLEANS, Oct. 18.—Jack Auslet, formerly of Dixie Film Corp., and Steven's Pictures have closed an agreement to service 16mm. films to schools in 16 Southern areas, operating through a new concern to be known as Pelican Pictures Co.

New Negro Problem Film

Slated to go into production at 20th Century-Fox later this month is Darryl F. Zanuck's second picture on the Negro problem, "No Way Out."

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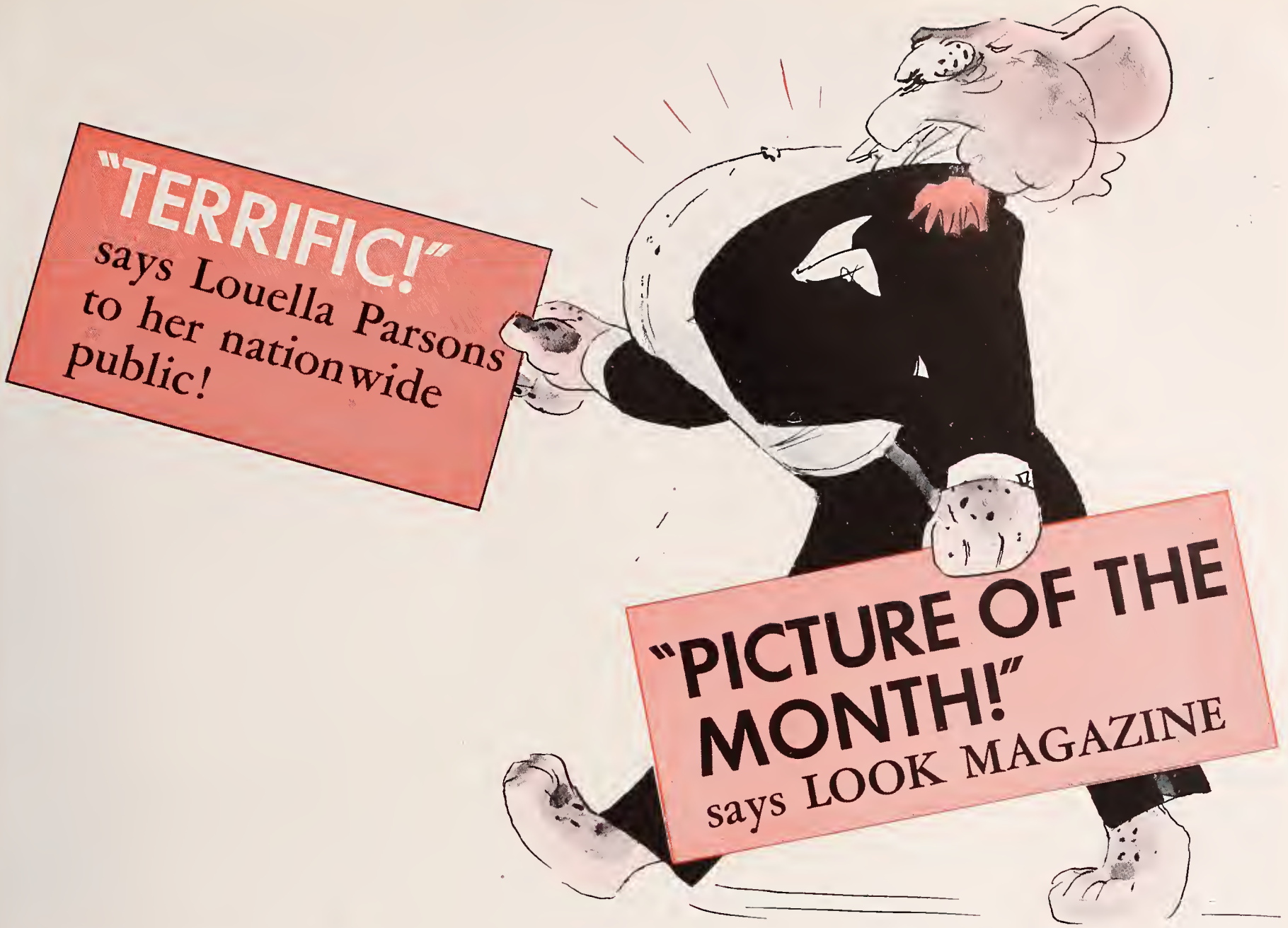


PROUD ABOUT M·G·M's "INTRUDER IN THE DUST"!

The honors have just begun for this great picture produced and directed by Clarence Brown who made "The Yearling."

Memphis, Nashville sensational after great Publicity-Premiere in Oxford, Miss., scene of its filming. Showmanship send-off in 55 Southern cities is launching this powerful attraction to the nation's fans!

M-G-M presents "INTRUDER IN THE DUST" • Starring DAVID BRIAN • CLAUDE JARMAN, Jr. JUANO HERNANDEZ • Porter Hall • Elizabeth Patterson • Charles Kemper • Will Geer • A CLARENCE BROWN Production • Screen Play by Ben Maddow • Based on the Novel by William Faulkner • Produced and Directed by CLARENCE BROWN • A Metro-Goldwyn-Mayer Picture

'IA' Enters Canada Production Field

MONTREAL, Oct. 18.—Coincident with the beginning of activity here by Canada's newest, and perhaps largest, production organization, Selkirk Productions, IATSE has completed after many months of work the formation of a Canadian local of motion picture studio technicians.

The new local, No. 734, was set up by "IA" international organizer Sal J. Scoppa on assignment by international president Richard F. Walsh. First elected officers of the local are: Dick Jarvis, president; Paul Lamoureaux, vice-president; R. DeLorme, financial secretary; Mireille Bastien, corresponding secretary, and F. W. Cooper, business agent.

Working agreements have been concluded by the local and studios, establishing conditions that are said to compare favorably with those prevailing in Hollywood and New York.

The Canadian film program has strong backing from the Dominion government. Several low-budget, French-language pictures already have been made by Renaissance Productions and Quebec Productions. Selkirk will use the Renaissance studios in addition to shooting on location in this city and in the St. Lawrence River area. Picture is to be titled "Forbidden Journey."

Boston Operators Absorbed by 'IA'

BOSTON, Oct. 18.—IATSE has absorbed what was probably the last local of the once-powerful Knights of Labor. Fifty members of KL's Local No. 3030, which for 38 years had been competing with "IA" projectionists' unions in and around Boston, have signed with "IA" Boston projectionists' Local No. 182.

"IA" reports that back of this development lies long negotiation on the part of its Boston local, along with Lawrence, Mass., Local No. 256, Wocester Local No. 96 and "IA" headquarters in New York, which had assigned international trustee William C. Scanlan to concentrate on that situation.

TOA Acts to Get FCC Theatre TV Petitions

WASHINGTON, Oct. 18.—Theatre Owners of America is mailing questionnaires to its regional affiliates regarding their theatre television plans and ideas, with a view to including them in petition form for submission to the Federal Communications Commission. Being handled through TOA's Washington office, the procedure will be for that office to prepare the petitions when the information has been received and return them to the regionals for mailing to the FCC.

Foreign Films for Lippert's Guild

SAN FRANCISCO, Oct. 18.—A deal whereby Robert L. Lippert's 400-seat Guild Theatre will show foreign films exclusively and will be operated by William Roesner and Irving Ackerman, operators of the city's two "art" houses, has been closed here. The Guild, remodeled a year ago at a cost of $50,000, is on downtown Market St. Roesner and Ackerman own five theatres in the city. This deal is their first partnership with Lippert.

Reviews

"Bride for Sale"

(RKO Radio)

THE names of Claudette Colbert, Robert Young and George Brent make up a provocative and indicative billing for this comedy from the Jack H. Skirball-Bruce Manning quarter, responsible in the past for a number of entries in the light-and-breezy category which profited exhibitors and amused customers notably. This is, as they were, designed solely and forthrightly to perform the useful function of making people laugh, and the laughs this one collected at the Hollywood preview ranged from the deep belly variety to the sustained chuckle. It is strictly an audience picture—not a critic's holiday—and the audience can include all ages.

William D. Russell directed for producer Skirball, and Islin Auster collaborated with Manning on the script, derived from a story by Joseph Fields and Frederick Kohner. Frederick Hollander contributed a score that runs hand in hand with the pell-mell dialogue and intermittently headlong action. The humor ranges from the sheerly mental to the outrightly slapstick, averaging, perhaps, a trace more effective in the latter department.

Miss Colbert portrays a skilled and trusted employee of Brent, owner of a big-scale tax-consultancy, who confesses to him that she took the job so she could get at the facts in the backgrounds of his wealthy clients with a view toward singling out one of them for matrimony. Brent, to convince her that this is an unwise procedure, persuades his friend Young, millionaire curator of a science institute, to expose himself to her wiles, encourage her for a while, and then let her down hard. This leads all hands through a maze of amusingly exciting episodes, with Miss Colbert ultimately discovering their conspiracy and punishing both men adequately (Brent having discovered along the way that he is in love with her, as also is Young) before choosing Young for the walk to the altar.

Like all comedies in kind, it plays far better than it reads in synopsis. The preview audience, present to see "Task Force," which preceded it on the screen, found it delightful.

Running time, 87 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"The Reckless Moment"

(Columbia)

THE effort of a mother to cover up a murder presumed to have been committed by her daughter leads to a series of dark adventures in "The Reckless Moment." Walter Wanger has assembled a good name cast for his production, headed by James Mason, Joan Bennett and Geraldine Brooks. The screenplay, based upon a story in the *Ladies Home Journal* by Elizabeth Sanxay Holding, has its moments of appeal, but, generally, it unfolds like a soap opera of little distinction.

Miss Bennett, playing the mother of headstrong Miss Brooks, warns the daughter against a shady man, Shepperd Strudwick, with whom she is infatuated. The warnings go unheeded, and as expected, Miss Brooks and Strudwick finally have a showdown. She strikes him and flees, following which he falls and dies. There ensue the frenzied efforts of Miss Bennett to remove the evidence, fearing that her daughter has committed murder. To make matters worse, Mason, representing a blackmailer, eventually enters the scene and demands money for some incriminating letters Miss Brooks had written to the dead man. It seems everything could have reached a simple conclusion if Miss Bennett had gone to the police in the beginning, but as is, she becomes increasingly steeped in trouble. The screenplay, by Henry Garson and Robert W. Soderberg, works out its easy solution in a fight-to-death which Mason has with his blackmailer boss. Before dying, Mason nobly declares to the police that he had killed Strudwick. Acting, under Max Opuls' direction, is adequate, although the nature of the material prevents anything outstanding.

Running time, 82 minutes. Adult audience classification. For November release.

MANDEL HERBSTMAN

"San Antone Ambush"

(Republic)

WHILE plot developments are familiar. this Monte Hale performance has an abundance of the actionful type of entertainment which always clicks.

The basic ingredients are all there—the crooked Federal Commissioner, the straight-shooting hero, played by Hale, the gun-duels, thundering hoofs, and men getting shot in profusion.

Hale, as an Army scout who has been framed for the hold-up of an Army transport carrying gold, is out to find the real criminals. He is helped by his pal, Paul Hurst, who provides the light spot in the picture and alternately tangles with two gangs—one organized by the crooked Commissioner, Trevor Bardette, and the other by James Cardwell, but is so engaged only to help the ranchers pay the Commissioner's heavy taxes. Others in the cast are Bette Daniels, Roy Barcroft, Lane Bradford and Francis Ford.

Direction, by Philip Ford, keeps the demand for fast action uppermost in mind. Melville Tucker was the associate producer and Norman S. Hall wrote the screenplay, which stays strictly within the conventional.

Running time, 60 minutes. General audience classification. Release date, Oct. 1.

Feiber-Shea Reopen One

BUFFALO, Oct. 18. — The former Roosevelt Theatre in Brooklyn Square at Jamestown, remodeled and renamed the Park, has been reopened by the Feiber-Shea interests.

Plan KMTA Spring Meet

KANSAS CITY, Oct. 18.—The newly-elected board of directors of the Kansas-Missouri Theatre Association today began mapping plans for the organization's annual spring meeting.

Short Subject

"Spotlight on Mexico"

(RKO Radio)

A travel subject in the "This Is America" series produced by Jay Bonafeld, the camera follows the Pan American Highway leading to Mexico and the land of contrasts as the new world begins to overtake the old.

A detour into the state of Vera Cruz permits a view of a cable car making the precipitous mile-long descent into the valley below—the only means of entrance. The visit to the Pyramids and a dramatic exhibition of bullfighting are a must for sightseers as well as a look at famed Mexican arts and crafts. These include pottery, tile work and silver designing; native designs handed down for generations are blended into 20th century themes for plateware and jewelry. Mexico's Palace of Fine Arts, the art school at San Miguel Allende, the Hospital Infantil, the only general hospital for children in North America, and the heavily industrialized city of Monterrey show the difference between tradition and trade which makes this fascinating land South of the Rio Grande a travelers' delight. The photography captures the mood and tone of the subject. Running time, 17 minutes.

Variety Parley

(*Continued from page* 1)

Markert of Radio City Music Hall.

Tent representatives from 37 cities, including Canada, Mexico and Great Britain will assemble for the conference. They will include:

Pittsburgh, Jim Balmer; Cincinnati, Irving Sochin; Detroit, Art Robinson; Cleveland, M. A. Mooney; Buffalo, William Dipson; Albany, Charles Smakwitz; Indianapolis, Sam Switow; Washington, Frank Boucher; Minneapolis, William Elson; Philadelphia, Michael Felt; Des Moines, Nathan Sandler; Omaha, Frank Van Husen; Dallas, William O'Donnell; Dayton, Roy Wells; Baltimore, Owen D. Weems and Joseph C. Grant; Memphis, Herbert Kohn; Atlanta, E. E. Whitaker; Oklahoma City, J. C. Hunter; Boston, Joe Cifre, Harold Stoneman and William Koster; Charlotte, Scott Lett; Los Angeles, Ezra Stern; Grand Rapids, Phil Osterhouse; Toronto, J. J. Fitzgibbons and Morris Stein; Mexico City, Luis Montes; Toledo, Jack Lykes; New Haven, Barney Pitkin; San Francisco, Abe Blumenfeld and Jimmie O'Neal; Miami, George Hoover; Houston, John P. Goodwin; New York, Max A. Cohen; Denver, Pat McGee.

International officers who will attend include: R. J. O'Donnell, chief barker; Marc Wolf, first assistant barker; Jack Beresin, second assistant barker; George Eby, dough guy; Chick Lewis, press guy and convention director; Col. Bill McCraw, executive director; Murray Weiss, property master; Nate Golden, chairman of the Heart Committee.

Regular sessions in New York will include a finance committee luncheon to be given by O'Donnell, five business sessions, theatre entertainment for delegates and guests, open forums and the banquet.

450 Register

(*Continued from page* 1)

Branch, Harry Chertcoff, H. A. Cole, E. O. Cullins, Irving Dollinger, Dr. J. B. Fishman, Lauritz Garman, Jack Kirsch, Hugh Graham, Jeff Jefferis, Ed Lachman, Abram F. Meyers, Charles Niles, W. A. Prewitt, Jr., Trueman Rembusch, M. A. Rosenberg, Sidney E. Samuelson, Martin G. Smith, Wilbur Snaper, John Wolfberg, P. J. Wood, Nathan Yamins.

Tax Relief for Florida Inland

WASHINGTON, Oct. 18.—Florida Inland Theatres, Inc., of Jacksonville, formerly Publix-Saenger-Sparks Theatres, led a list of 40 film companies —practically all in exhibition—getting excess profits tax relief from the government during the year ending last June 30.

The Florida company claimed some $200,000 additional excess profits credit for the six years 1940 through 1945. This additional relief was asked under the Internal Revenue Code, which grants relief in meritorious cases to corporations which bear an excessive tax burden because of an inadequate excess profits credit. The Bureau of Internal Revenue actually awarded it an additional credit of $85,000 for the six years, which cut its excess profits tax $77,000 while boosting its income tax $31,000.

Code for Mexico

(*Continued from page* 1)

torial committee and furthered by Guillermo Jimenez, the new chief censor. They express surprise that the announcement was made by the Commission in view of Jimenez's assertion, when censorship strife was hottest, that censorship is the exclusive right of the Ministry of the Interior, head Government department, under which he serves. Trade reports are that the new code will heed the general demand in the industry that supervision be by a "mixed organization" representing all trade branches.

NY 1st Run Income

(*Continued from page* 1)

Lewis on stage, completed a highly successful third and final week at the Paramount last night with close to $73,000; opening at the Paramount today is "Red Hot and Blue." Continuing prominently in the top-income bracket is "Pinky," at the Rivoli, where a huge third week's gross of $50,000 is apparent.

Standout among the new shows in town is "Christopher Columbus" at the Victoria where a good, but not overwhelming first week's gross is figured at $27,000. "Father Was a Fullback," with Benny Goodman's orchestra on stage gave the Roxy about $67,000 in a light first week; it will play six more days and will then be followed by "Everybody Does It" next Tuesday.

"Roseanna McCoy," with Connee Boswell and Emil Coleman's orchestra on stage, is likely to provide the Capitol with about $43,000 in a mild first week. "Easy Living" is fair at the Criterion where about $18,000 is indicated for a first week. "The Black Book" might reach $15,000 in a moderate first week at the Globe.

The new ballet program at the Winter Garden apparently has stimulated new interest in that art form and more business for "The Red Shoes" at the Bijou. The film is headed for a lofty 52nd week's gross of $10,000, representing a nice increase over recent weeks.

"Ichabod and Mr. Crane" is likely to take about $18,000 in an adequate second week at the Mayfair. "Jolson Sings Again" is holding up fair enough, with about $20,000 in prospect for a 20th week at the State.

Field Grosses in Steady Rise

(*Continued from page* 1)

and September last year was $14,720.

The first week of September soared to $16,428 from the $14,058 average recorded for the last week in August. First week of September, 1948, averaged $16,202.

"Top o' the Morning" led the box-office parade last month, taking over from "Look for the Silver Lining," August leader. "Come to the Stable" took second position among September's grossing leaders, "You're My Everything" having held that distinction in the previous month. In third place last month was "I Was a Male War Bride," most of its box-office activity having come in latter weeks. "Any Number Can Play" took third spot in August.

Pictures which brought better-than-average grosses in a number of situations during both months were "Jolson Sings Again," "The Great Sinner," "Rope of Sand," "White Heat," "Madame Bovary," "Roseanna McCoy," "Lost Boundaries," "Mighty Joe Young," "Anna Lucasta," "Home of the Brave," "That Midnight Kiss," "The Fighting Kentuckian," "Sword in the Desert," "Task Force."

Also, "Sorrowful Jones," "In the Good Old Summertime," "The Great Gatsby," "Not Wanted," "The Girl from Jones Beach," "Johnny Stool Pigeon," "Calamity Jane and Sam Bass," "Yes Sir, That's My Baby," "It's a Great Feeling," "Black Magic."

Composite key-city box-office reports for 1949 to date follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-23	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,600	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,006
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,307,400	12,678
June 3-4	167	2,295,700	13,747
June 10-11	185	2,234,300	12,077
June 17-18	180	2,231,800	12,399
June 24-25	166	2,051,400	12,358
July 1-2	181	2,217,700	12,252
July 8-9	162	2,257,100	13,933
July 15-16	163	2,120,000	13,006
July 22-23	153	2,026,000	13,242
July 29-30	165	2,197,300	13,317
Aug. 5-6	181	2,395,200	13,233
Aug. 12-13	175	2,403,400	13,734
Aug. 19-20	187	2,509,700	13,421
Aug. 26-27	183	2,483,300	13,570
Sept. 2-3	186	2,614,700	14,058
Sept. 9-10	171	2,809,200	16,428
Sept. 16-17	187	2,478,600	13,255
Sept. 23-24	173	2,250,400	13,008
Sept. 30-Oct. 1	186	2,422,300	13,023

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
Apr. 2-3	171	2,953,500	17,272
Apr. 9-10	169	2,740,000	16,213
Apr. 16-17	175	2,493,600	14,249
Apr. 23-24	167	2,284,000	13,677
Apr. 30-May 1	159	2,232,300	14,040
May 7-8	167	2,416,560	14,470
May 14-15	167	2,301,200	13,780
May 21-22	149	2,118,300	14,217
May 28-29	158	2,241,100	14,184
June 4-5	166	2,577,400	15,527
June 11-12	172	2,287,800	13,304
June 18-19	176	2,340,300	13,297
June 25-26	170	2,396,500	14,097
July 2-3	167	2,476,300	14,828
July 9-10	161	2,499,000	15,522
July 16-17	170	2,418,900	14,229
July 23-24	172	2,577,800	14,987
July 30-31	170	2,438,600	14,345
Aug. 6-7	173	2,482,800	14,351
Aug. 13-14	171	2,575,500	15,061
Aug. 20-21	175	2,577,800	14,730
Aug. 27-28	166	2,430,400	14,641
Sept. 3-4	172	2,463,500	14,323
Sept. 10-11	168	2,722,000	16,202
Sept. 17-18	171	2,406,700	14,074
Sept. 24-25	154	2,262,500	14,692
Oct. 1-2	163	2,332,800	14,312

Review

"Fighting Man of the Plains"

(*Holt Productions-20th Century-Fox*)

THE standard Western story has been given the merchandising benefit of Cinecolor and a superior production treatment in Nat Holt Productions' "Fighting Man of the Plains." It has Randolph Scott in the lead and cozily meets the demands of its class.

The story presents Scott as a fugitive who assumes another person's identity and then proceeds to become marshal of a crime-ridden town. Scott became a fugitive in the first place because he killed a man to avenge his own brother's murder. What is worse, he killed the wrong man.

The Frank Gruber story has Scott doing a man-sized job of ridding the town of its insidious elements, and by the time the finale arrives, all hitches are ironed out and Scott is set to marry pretty Jane Nigh. There is the usual complement of gunplay and fisticuffs, including one sequence in which none other than Jesse James rescues Scott from hanging. Others in the cast include Bill Williams, Victor Jory and Joan Taylor. Holt produced and Edwin L. Marin directed.

Running time, 94 minutes. General audience classification. Release date, not set. M. H.

"Task Force" with the condensed version of 'High Button Shoes" will give the Strand about $45,000 in a good third and final week; it will be followed by "Beyond the Forest" on Friday.

"Lost Boundaries" is down to about $7,000 in a dull 12th week at the Astor. "Spring in Park Lane" is headed for a good fourth week's gross of about $6,000 at the Trans Lux. Still profitable, "Hamlet" probably will give the Park Avenue about $7,000 in a 55th week. "Fallen Idol" will open at the Sutton on Nov. 15 following the current run of "Quartet" which figures to gross about $6,000 in its 29th week.

Columbia Gets Foreign Firms

Columbia has added two subsidiaries to its international corporation with the acquisition of Cecil Films, Ltd. of London and the formation in Germany of Gesellschaft, Ltd.

Cecil, a British production-distribution organization, is expected to be operated by Columbia International for distribution purposes only since the parent company reportedly has no plans for producing in England.

Gesellschaft, incorporated in Delaware, is the company through which Columbia International will operate in Germany after Jan. 1, at which time the Motion Picture Export Association's activities will be discontinued in Germany in favor of independent operations by American companies.

Reade-RKO Row

(*Continued from page* 1)

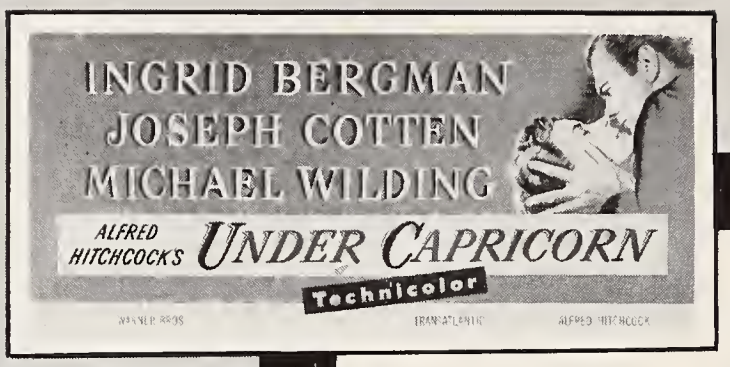
It is entered on the books at about $600,000, it is understood.

Reade said the operating agreement provides that in the event one partner sells, the second partner has the option to buy at book value.

"If RKO does not abide by the agreement by Nov. 8, I will be in court on the morning of the ninth," Reade threatened yesterday.

Fox-Wis. Buys House

MILWAUKEE, Oct. 18.—The Paradise Theatre building, largest commercial property in West Allis, Wis., has been sold to Fox Reserve Corp., an affiliate of Fox-Wisconsin Theatres, for a reported $245,000.



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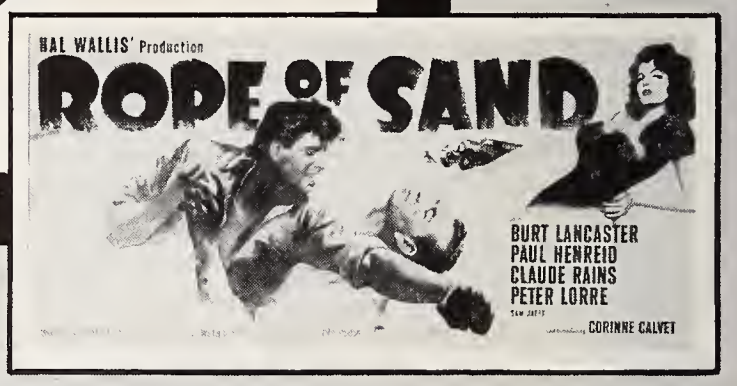

"The motion picture good enough to sell itself has not yet been made"

Martin Quigley

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 77 NEW YORK, U. S. A., THURSDAY, OCTOBER 20, 1949 TEN CENTS

Ask Sweeping Children Film Program Shift

Parents Ask N.Y. Owners For Saturday PM Shows

The 300,000-member United Parents Association of Greater New York has launched a determined effort to persuade neighborhood exhibitors here to dedicate Saturday afternoons rather than Saturday mornings to special children's film programs. One to five o'clock is the screening time sought.

Exhibitors are understood to be unreceptive to the proposal for two reasons: (1) Saturday afternoons bring substantial increases in adult attendance compared to other weekday matinees, and (2) there is no UPA guarantee that obliging theatres would be sufficiently patronized by children on Saturday afternoon to assure owners that such a changeover would not hit profits.

UPA has accompanied its proposal with another, namely, that the parents' organization be permitted to select the pictures to be screened at

(*Continued on page 2*)

SPG Strike Climax Today

A final effort will be made here today to avert an industry strike when representatives of the companies and the Screen Publicists and Screen Office and Professional Employees guilds meet with Frank H. Brown, regional director of the Federal Mediation and Conciliation Service. Should the

(*Continued on page 4*)

New Air Series on Films' Good Points

"Good News from Hollywood," thrice-weekly transcribed series which will concentrate on Hollywood as a "source of entertainment and an educational force," will be launched by WMGM here next Monday. Other independent stations throughout the country also will air the programs. George Murphy will 'emcee' the 15-minute programs.

UA Bypasses Loew's On 'Magic' Dates

United Artists will bypass a Broadway and Loew's circuit booking in New York and will set an estimated 100 or more day-and-date bookings for "Black Magic" in neighborhood theatres in the Metropolitan area.

Simultaneous dates will be in local Skouras, Randforce, Century Circuit and possibly other houses. "Black Magic" will be dualled with "The Great Dan Patch" in these engagements. It is understood UA decided on this course when it was unable to agree on terms with Loew's.

Record Mass Dates For 'Joan' Abroad

Walter Wanger-RKO Radio's "Joan of Arc," having already had premieres in France, Switzerland, Sweden and Finland, has been dated in 75 additional key European theatres as part of what is claimed to be the biggest simultaneous mass opening ever staged in Continental Europe. About 50 additional dates will be set before the end of October.

General release in France, Italy, Holland, Norway, Spain and Denmark is now being planned, under the supervision of Phil Reisman, RKO Radio vice-president in charge of foreign distribution, now in Europe.

Following the premiere at the Paris

(*Continued on page 4*)

Connett Head Of Tri-States

MEMPHIS, Oct. 19.—Max Connett, former secretary-treasurer, was unanimously elected president of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee at the 40th annual convention here today. W. F. Ruffin, Jr., retiring president, became chairman of the board.

The membership also approved the recommendation of its board to open its rolls to exhibitors of East Tennessee. In the past, the Theatre Owners of America affiliate has confined its membership to the area West of the Tennessee River.

Herman Levy, TOA general counsel, discussed competitive bidding at today's luncheon session. Al Lichtman, 20th Century-Fox sales executive, addressed the dinner held tonight.

Other officers elected were Dave P. Callahan, Little Rock, secretary-

(*Continued on page 4*)

French Legion Cross To J. L. Warner Today

HOLLYWOOD, Oct. 19.—The Cross of an Officer of the French Legion of Honor will be conferred on Jack L. Warner, executive producer of Warner Brothers, by Alexandre De Manziarly, French Consul at Los Angeles, tomorrow.

The studio executive's latest honor from France is in recognition of continued service to that country. Warner was previously made a Chevalier of the Legion of Honor for his contribution to the advancement of the screen and international relations.

Push Plan for Intra-Trade Arbitration

Lichtman, Others Support Exchange-Area Panels

MEMPHIS, Oct. 19.—A new, localized and more intimate means of ironing out exhibitor-distributor differences by exchange area arbitration panels appeared further advanced today with the recommendation of such a project by Al Lichtman, vice-president of 20th Century-Fox, in an address here before the convention of the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi.

Al Lichtman

"I strongly urge exhibitors," Licht-

(*Continued on page 4*)

Ask Mediator For '4A's' Tilt

Associated Actors and Artistes of America member unions opposing the Screen Actors and Screen Extras guilds on the Television Authority issue will propose at the Four-A's international board meeting here next Wednesday that the controversy be submitted to an impartial mediator, a

(*Continued on page 4*)

Arnall Seen at Work on 'Monopolies' with U. S.

WASHINGTON, Oct. 19.—The Society of Independent Motion Picture Producers appeared to be underway today with its announced plan of cooperating with the Department of Justice in determining where local theatre monopolies exist and which houses should be divested by the major companies under court decisions in the industry anti-trust suit.

SIMPP president Ellis G. Arnall began three days of calls on both the Justice and State Departments but, in declining to comment, said he did not "want to tip the SIMPP's hand." He will have further talks with Justice Department officials tomorrow and Friday.

At the State Department, Arnall discussed the industry with Isaiah Frank, new film department head.

ECA Film Group Officially Named

WASHINGTON, Oct. 19.—The Economic Cooperation Administration disclosed here today that the National Board of Review's reports on new motion pictures will be placed at the disposal of the ECA's new three-man committee which will advise the ECA on what films should receive convertibility guarantees for distribution in Marshall Plan countries.

Confirming MOTION PICTURE DAILY's Oct. 17 Washington dispatch, the ECA today officially announced the appointment of Hunter College presi-

(*Continued on page 4*)

Ask 20% Rental Cut In 3 Struck States

Columbus, O.—Reduction of 20 per cent in flat rentals for 150 Ohio, Kentucky, and West Virginia theatres hit by the coal and steel strikes is being asked of sales managers of major companies by P. J. Wood, secretary of the Independent Theatre Owners of Ohio. Wood's action was taken following a 20 per cent reduction in flat rentals by 20th Century-Fox.

Personal Mention

A. W. SCHWALBERG, Paramount sales vice-president, will leave here tonight for Minneapolis to attend the national Allied convention.

•

BERNARD KREISLER, newly elected president of International Film Associates, will be a guest on the "Breakfast with Dorothy and Dick" radio program tomorrow.

•

ABRAM F. MYERS, national Allied general counsel, will leave Washington today by plane for Minneapolis.

•

EUGEN SHARIN, Ambassador Films president, has returned to New York from Switzerland and Austria.

•

LEO ABRAMS, National Screen Service district manager, was in Albany Tuesday from New York.

•

LEE KOKEN, RKO vending head, left here yesterday to visit Midwest theatres.

McGuire Is Elected Head of WB Club

Robert A. McGuire has been elected president of the Warner Club, Inc. Other officers elected are Bernard Rosenzweig, vice-president; Frank Kiernan, vice-president in charge of membership; Ruth Weisberg, vice-president in charge of welfare; Fred Stengl, vice-president in charge of claims; Harry Mayer, vice-president in charge of social activities; John Holmes, treasurer; Barry O'Connor, assistant treasurer, and Joseph D. Karp, secretary.

Astor Drive Winners

Winners of Astor Pictures' sales drive, honoring company president Robert M. Savini for his 45 years in the industry, have been announced by Pat Patterson, captain of the drive. Minneapolis, Pittsburgh, Cleveland and San Francisco exchanges took the top prizes in the order named.

Roberts on Leave

Joseph L. Roberts, director of publicity and public relations for Motion Picture Sales Corp., has taken a temporary leave of absence to engage in publicity in the current political campaign, and later to handle publicity in the sports field.

Goldwyn to Testify

DETROIT, Oct. 19.—Samuel Goldwyn is due here tomorrow to make a deposition in the Society of Independent Motion Picture Producers' suit against United Detroit Theatres and Cooperative Theatres.

Sign Stewart for 'Harvey'

HOLLYWOOD, Oct. 19.—Universal today announced the signing of James Stewart for the principal role in "Harvey," which starts production early next year.

Insider's Outlook

By RED KANN

THOSE back-and-forth poutings between United Artists and the Loew Circuit got a bit grimmer yesterday when the distributor decided to forego a Times Square run and the circuit's playdates for a whole-sweep booking elsewhere in Greater New York on "Black Magic." On November 8, the film, coupled with "The Great Dan Patch," will open first-run neighborhood in Skouras, Century, Randforce, and Brandt houses. The giant booking may swell to 100.

You may expect immediate conversation pieces about the possibility of a permanent third circuit in the metropolitan area where Loew and RKO are the two principal forces. If the UA hook-up works out well, look for such conversation to go from warm to hot.

Times are changing and conditions with the times. There are lots of ideas afloat.

■ ■

Al Lichtman, vice-president of 20th Century-Fox, peered into the future yesterday in an address at the Memphis convention of MPTO of Arkansas, Tennessee and Mississippi. This is what he saw:

"We are facing a new era in the motion picture business. As you well know, the five big companies who up to now have been relying on their profits from the theatres are being compelled to give up those theatres —divorcement is here and will be an actual fact within the next two years. Hence, they will have to rely for their profits solely from their picture business."

Twentieth Century-Fox is not divorced yet, but it looks as if Al is reconciled already to that new era he talked about.

■

Later, in discussing the hard road traveled these days by distributors—what with quotas, frozen currency and devaluation —Lichtman had this to say:

"Therefore, the American exhibitor is faced with the problem of making it possible for us to at least earn the costs of our production, our prints, advertising and distributing costs in this country. Spelled out in dollars, it means the average class 'A' pictures produced by our company today must gross in the neighborhood of $3,000,000 in this country in order to break even."

Ask sales managers what a $3,000,000 average means today and watch the heads shake in doubtful unison. Some attractions get up that high, and beyond. Some are ending on the $2,500,000 line. Others polish off around $2,000,000 and still others thereafter spiral downward. The struggle gets epic somewhere between $2,200,000-$2,300,000 and $3,000,000. Really epic.

■ ■

In appealing to the U. S. Supreme Court for a reversal of the adverse decision of the Second Circuit Court in its anti-trust action against the majors, attorneys for Fifth and Walnut of Louisville calculated impending trust suits at 93, involving $50,000,000 in claims.

There is nothing static about it. This tally is constantly changing—upward. Suits are popping with such regularity all over the United States that defense attorneys are groaning under the load.

Whatever happened to that period of peace the wise ones figured would trail the Supreme Court decision?

■ ■

Take-Your-Choice Department: " . . . I would be remiss if I failed to tell you about the great danger [television] threatening the very existence of our industry. . . . If we can develop in our own theatres 'theatre television' so that . . . we can give better television entertainment plus our own fine motion pictures, then the people will continue to patronize us as heretofore and maybe to a greater extent. But if we do not embrace this new medium . . . eventually home television will have the monopoly . . . and could very possibly destroy us. . . ."—AL LICHTMAN.

"Frankly, I am not too excited about television except as another type of competition. But when I read of the thousands that go to baseball, football, basketball, county fairs and race tracks, I know the job of getting increased patrons into the theatres is not an easy one. Yet I think we are equal to the test and will meet it successfully. . . . Other amusements are alert to the problem of pleasing the public and are now getting a larger share of the dollar spent for amusement. It is up to us to sell our merchandise more intelligently and, most of all, more aggressively."—W. F. RODGERS.

TOA Committee on Trade Practices to Meet About Nov. 10

As soon as Theatre Owners of America president Samuel Pinanski recovers from a cold which has kept him confined to his home in Boston, a date for the meeting of the organization's 17-member exhibitor-distributor relations committee will be set, a TOA spokesman here indicated yesterday. It is expected that the group will meet here on or about Nov. 10.

The committee at its meeting will outline strategy preparatory to opening discussions with distributors with a view to setting up a trade code.

Children's Films

(*Continued from page* 1)

special children's shows. For the answer to that request theatremen, through their organizations, have referred the UPA to the Motion Picture Association of America, which has a special department dedicated to cataloging and making available to theatres pictures that are deemed suitable for children's programs.

UPA was at one time a branch of the National Congress of Parent-Teacher Associations, but it withdrew from the latter organization several years ago and is now autonomous.

'Battleground' Is Cited by 'Redbook'

Redbook Magazine has selected M-G-M's "Battleground" as its Picture-of-the-Month for November. Choice of "Battleground" makes it a candidate for the *Redbook* silver cup, the magazine's annual award to the motion picture industry, which went last year to "Command Decision."

Congressman Cites Rank's 'Columbus'

WASHINGTON, Oct. 19.—A citation for J. Arthur Rank's "Christopher Columbus" has been put in the *Congressional Record* by Rep. Peter W. Rodino (N. J., Dem.).

Paul Douglas to Tour

In line with the growing trend of personalized promotions of new pictures by stars at theatres in the field, Paul Douglas will appear at RKO and Skouras theatres in the Metropolitan New York area, tomorrow, Saturday and Monday nights in behalf of 20th-Fox's "Everybody Does It." The picture will open on Tuesday at the New York Roxy and at the RKO and Skouras runs later.

Omaha Colosseum Elects

OMAHA, Oct. 19.—The Omaha Colosseum has elected Hymie Novitsky of 20th-Fox, president. Other officers are: Vice-president, William Wink, Warner Brothers; treasurer Robert Hirz, Warners; secretaries Leon Mendelson, Warners, and Paul Back, RKO Radio; sergeant-at-arms, Pat Halloran, Paramount.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington. D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

GET

NOBODY'S AS GOOD AS BETTE WHEN SHE'S BAD. NOBODY'S GEARED TO GO LIKE WARNERS!

SET

BETTE DAVIS · JOSEPH COTTEN in "BEYOND THE FOREST" also starring DAVID BRIAN · RUTH ROMAN

Directed by KING VIDOR · SCREEN PLAY BY LENORE COFFEE · From the novel by Stuart Engstrand • Music by Max Steiner • Produced by HENRY BLANKE

Companies Consider Argentine Closing

Washington, Oct. 19.—U. S. distributors are said to be considering closing their film exchanges in the Argentine, due to their failure to obtain that country's permission to import U. S. product without the use of dollar exchange, according to the Department of Commerce. Also, Argentine exchange workers are said to be demanding wage increases up to 50 per cent.

Ask '4A's' Mediator

(*Continued from page* 1)

Four-A's spokesman said yesterday. The unions which will support mediation action include Actors Equity, American Guild of Variety Artists and Chorus Equity. SAG and SEG will be represented at the meeting.

An SAG spokesman said here yesterday that the Guild always has been in favor of mediation, but is fully prepared to oppose mediation of this issue, contending that there is no "controversy" to be mediated since the Guild never has claimed jurisdiction over "live" television talent. SAG bases its refusal to accept the Four-A's Television Authority plan on the ground that such a union "superstructure" would endanger SAG's primary jurisdiction over motion picture actors, since the Authority would exercise control over film television as well as "live" television talent.

Wednesday's mediation proposal will be accompanied by a vote on the motion that the TV Authority be approved "as is" pending the mediator's decision.

Strike Climax Today

(*Continued from page* 1)

meeting end in a complete impasse, the likelihood is strong that the unions will call a strike this afternoon, according to union sources. One union official yesterday was "pessimistic" about any agreement emerging from the meeting.

A vote authorizing a strike was voted by the membership of both unions last week.

Linet to Talk Publicity

Henry A. Linet, Universal-International Eastern advertising manager, will be the guest speaker at the American Theatre Wing's fall seminar here tonight. His subject will be "The Functions of a Motion Picture Advertising and Publicity Department."

Reviews

"Riders of the Range"

(*RKO Radio*)

TIM HOLT goes to the aid of a lady rancher in "Riders of the Range" and finds himself steeped in trouble. The difficulty arises when the brother of the lady falls into cahoots with some outlaws and Holt tries to straighten matters out. Jacqueline White plays the lady, and singing Richard Martin serves as Holt's faithful aide and clown. The Western is on a par with others in the Holt series, which means there is plenty of action, gunplay and fisticuffs.

The screenplay, by Norman Houston, has Holt accused of the murder of one of the town's unsavory characters. To clear himself, Holt finds it necessary to get at the bottom of the organized villainy almost single handed. In time, of course, Western justice triumphs. Herman Schlom produced and Lesley Selander directed.

Running time, 61 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

"The Fighting Redhead"

(*Equity Pictures—Eagle-Lion*)

CINECOLOR is a strong plus factor in this Equity Pictures presentation, a run-of-the-mill "horse-opera" that has personable Jim Bannon in the role of the dauntless Red Ryder of comic strip fame. Jerry Thomas produced and Lewis D. Collins directed from a screenplay by Paul Franklin and Thomas. Bart Carre is listed as associate producer.

Devotees of Western fare should find adequate excitement and interest in the lively account of Bannon's teaming up with pretty, tomboyish Peggy Stewart to track down the murderer of her ranch-owner father. It is quite apparent that suave, predatory John Hart is responsible for the killing. Knowing how Hart had operated in the past, Bannon proves more than a match for the villain and comes through with flying colors, aided and abetted by matronly Marin Sais, who plays "the Dutchess"; Little Brown Jug, cast as "Little Beaver," and bearded Emmett Lynn, in the role of slapstickish "Buckskin."

Running time, 55 minutes. General audience classification. For October release.

CHARLES L. FRANKE

Arbitration

(*Continued from page* 1)

man said, "that when they have differences which are bound to arise in a business such as ours and where competition among exhibitors in certain territories is terrific, that instead of rushing into court, why not set up an arbitration system on the local levels in each exchange territory."

PCCITO Also Backs Step

Earlier this week, members of the Pacific Coast Conference of Independent Theatre Owners voted to recommend to distributors voluntary arbitration, with the two disputants each appointing one member on the panel who, in turn, would name the third impartial member.

Prior to this the idea had been talked about in private conversations and according to highly-placed industry sources it has considerable merit. It was pointed out that such a system would not involve prohibitive costs and would place issues in the hands of persons familiar with the complexity of the business. The five distribution companies now incurring costs of maintaining the film section of the American Arbitration System for some time have been dissatisfied with the program in view of the expense.

Stress Foreign Losses

Lichtman called for greater harmony in intra-industry relations, reminded his audience of further distributor set-backs in the world market and called upon exhibitors to bear in mind these foreign losses in overall industry economy.

He said: "The American exhibitor is faced with the problem of making it possible for us to at least earn the costs of our production, our prints, advertising and distributing costs in this country. Spelled out in dollars it means that the average class 'A' picture produced by our company today must gross in the neighborhood of $3,000,000 in this country in order to break even."

As for reorganization of the five major companies, Lichtman said he regards divorcement as being "here and will be an actual fact within the next two years. Hence, they will have to rely for their profits solely from their picture business."

Lichtman said television represents a "theatre problem that has to be solved," contending that "we must consider it as the latest medium of communication for entertainment and look upon it with a view of how to harness it for our own benefit and look upon it at all times as a new near-future strong competitor."

Tri-States

(*Continued from page* 1)

treasurer; and three regional vice-presidents as follows: Claude C. Mundo, Arkansas; M. A. Lightman, Jr., Tennessee; and Leon Roundtree, Mississippi. Representatives to the national TOA board are: Charles Eudy, M. A. Lightman, Sr., and Ruffin.

Elected to the board of directors were: Steve Stein, Chalmers Cullins, Lightman, Sr., J. A. West, Louise Mask, K. C. Stengel and Ruffin, Sr., all from Tennessee. From Arkansas: Sam Kirby, O. G. Abernathy, M. O. Collins, Emma Cox, Gordon Hutchins, Terry Axley and K. K. King. From Mississippi: T. M. Jourdan, R. X. Williams, Earl Elkins, E. W. Clinton, Grady Cook, Art Mounger and Raymond Goodman.

ECA Film Group

(*Continued from page* 1)

dent George N. Shuster, Unesco delegate, Mrs. Quincey Wright, and Thomas K. Finletter, former head of the ECA Mission to Great Britain.

The three are expected to meet in New York within the next week or 10 days.

Delay Hits Far East Program

WASHINGTON, Oct. 19.—The War Department is still having difficulty working out with General MacArthur's headquarters in Japan how much should be guaranteed films for their Far Eastern distribution during the current fiscal year.

The Motion Picture Export Association is asking for $2,180,000 to distribute 104 features, 52 shorts and 52 newsreels in Japan, Korea and the Ryukyus during the year ending next June 30.

Assistant Army Secretary Voorhees discussed the matter with MacArthur during a recent trip to Tokyo, and the Army now hopes to get a definite stand from MacArthur within the next two weeks.

Four Coast Houses Turn to 'Art' Films

HOLLYWOOD, Oct. 19.—Joseph Moritz and James Nicholson will convert their Marcal, Pickfair, Encino and Cinema theatres to a modified "art theatre" policy on Nov. 4, opening with the Eagle-Lion French import "Dedee." Although foreign films will predominate, American-made subjects too limited in appeal for general commercial purposes also will be shown, the management said.

'Joan' on Continent

(*Continued from page* 1)

Opera House last Friday, the picture will continue at the Rex and Gaumont theatres in Paris and also open in the following French cities: Capitole and Bellevue in Lille; the V. T. and Vox, Strasburg; Le Francais, Royal and Tivoli in Lyon; Pathe-Rex and Hollywood-Fraincais, Marseille, and Olympia in Bordeaux.

"Joan" will also open in Italy at the Supercinema, Metropolitan, Europa and Capranica in Rome; Metropolitan, Ancona; Margherita and Umberto, Bari; Manzoni and Astra, Bologna; Odeon and Diana, Catania; Supercinema and Diana, Palermo; Excelsior Imperiale and Gambrinus, Florence; Odeon and Universale, Genoa; Odeon and Astra, Milan; Metropolitan, Naples; Eden, Padue; San Marco and Giergione, Venice; Corso and Reposi, Turin; Odeone and Centrale, Udine and Politeama Rossetti, Trieste.

In Belgium at the Eldorado, Brussels; Pathe and Palace, Antwerp; Churchill, Liege and Capitole, Ghent. In Holland: Tuschinski, Amsterdam; Asta and Passages, Hague. In Denmark: Kino-Palats, Helsingors. In Norway: Saga, Oslo; Forum, Bergen; Filmteateret, Havanger; Sentrum, Troudheim. In Sweden: Stockholm and 10 key cities. In Switzerland: New Broadway, Geneva; Scala, Zurich; Splendid, Palace, Bern; Alhambra, Basel; Capitole, Lausanne and Kursaal, Lugano. In Portugal: Politeama, Lisbon.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 78 NEW YORK, U.S.A., FRIDAY, OCTOBER 21, 1949 TEN CENTS

Sullivan Sees Less Profits For Exhibitors

Asks Industry 'Rules' to Bar Rental Increases

MEMPHIS, Oct. 20.—"With a shift of producer-owned circuits to independent ownership, distributors could create sales policies under the competitive bidding practice that would narrow still further the profits of the exhibitor," Gael Sullivan, executive director of the Theatre Owners of America, warned here in an address before the Motion Picture Theatre Owners of Arkansas, Tennessee and Mississippi.

Speaking specifically of Paramount's consent decree, which is to become effective on Jan. 1, Sullivan stated that this could seriously upset exhibitor-distributor relations unless both sides immediately confer on working out "rules of the game."

Competitive bidding and competitive negotiations could start "jungle warfare between exhibitors and distributors by creating artificial competitive

(*Continued on page 9*)

Cite Need for More Prints

MEMPHIS, Oct. 20.—More prints of important features should be made available to exhibitors, a resolution passed at the closing session of the 40th annual convention of MPTO of Arkansas, Mississippi and Tennessee declared.

At least one more print should be supplied by distributors in order for theatres to clear playdates more rapidly, the resolution said. At the same time, the members voted to support the exhibitor-distributor committee sponsored by its national body, the Theatre Owners of America, which

(*Continued on page 9*)

RKO to Test N. E. Run Without Duals

Boston, Oct. 20.—New England, first stronghold of double bills, is about to witness a test of singles, at RKO's Memorial Theatre, which, starting Oct. 26, will test a program of one feature with a full hour of short subjects.

"Samson and Delilah"

***(Paramount)*—Traditionally Lavish DeMille**

THE Biblical story of Samson and Delilah now provides Cecil B. DeMille with an opportunity for application on a most generous scale of those showmanly production exercises for which he has been so well noted, for so long. It is pleasant to report that he has made much of the opportunity and has evoked from his Old Testament exploration a motion picture that will delight the mass audience and which surely rates among his best. We are speaking of the commercial motion picture.

Showman

It is a "sure-thing" picture because, not unexpectedly, DeMille has deposited within it all those elements for which the customers have expressed a fondness over the years. It is long on romance, on feminine charms and wiles, masculine prowess and cruelty, on love defeated, love won and lost, as well as other kinds; on spectacular action and diverting imagery. These and more, presented in Technicolor, often are adorned with fabrics and jewels and furnishings which will comprise, for many, a show in themselves. And there are set and background variety and lavish employment of extras

(*Continued on page 7*)

Youngstein Heads MPAA Ad Group

Max E. Youngstein, Paramount's national advertising-publicity director, yesterday was unanimously elected chairman of the Motion Picture Association of America Eastern Advertising-Publicity Directors' Committee, succeeding Mort Blumenstock, Warners advertising-publicity vice-president. Chairmanship is filled on a rotation basis.

Naming of Youngstein took place at a luncheon-meeting of the MPAA committee at the St. Moritz Hotel here. He will take office immediately. He is also president of the Associated Motion Picture Advertisers.

70 on Dais for N. Y. Variety Induction

Highlighting the induction of New York's Tent No. 35 into Variety International next Thursday evening at the Hotel Astor will be the presence of a distinguished group of Washington notables in addition to a full complement of industry heads. George Jessel, 20th Century-Fox producer, will fly from the Coast to act as master-of-ceremonies. Seventy persons are expected on the dais.

As previously announced by Max A. Cohen, local chief barker, Vice-president Barkley will attend. Also expected are Associate Justice of the Supreme Court Tom Clark; Secretary of the Treasury John W. Snyder, with his department heads Edward H. Foley, James A. Schraeder, William

(*Continued on page 8*)

Distributors Cleared In Anti-Trust Suit

HOLLYWOOD, Oct. 20.—Major distributors were exonerated today by Federal Judge Ben Harrison in the first exhibitor suit for damages brought under the anti-trust law and based on clearance ever decided in the Southern California district.

Steve and Emma Chorak, Puente exhibitors, had sought treble damages aggregating $300,000 on the charge that distributors had conspired to deprive them of an appropriate run by imposing a two weeks' clearance between El Monte, an adjacent town, and Puente.

The jurist disallowed damages, stat-

(*Continued on page 9*)

Legion of Decency Condemns 'Forest'

The National Legion of Decency has placed "Beyond the Forest" in the "C" or condemned classification. The film was produced and released by Warner Brothers.

The Legion has given the following reasons for this action: "This picture, in the sordid story it tells, uses, in a morally offensive manner, subject material considered morally dangerous and unfit for entertainment motion picture audiences. It contains suggestive situations and costuming. Moreover, the film lacks sufficient moral compensation for the evils portrayed."

"Beyond the Forest," starring Bette Davis, Joseph Cotten, David Brian and Ruth Roman, is due to begin an engagement at the New York Strand Theatre today.

TOA Meeting On Trade Code Starts Oct. 26

Will Draft an Agenda For Later Discussion

Theatre Owners of America will take its first definite step toward formation of a trade practice code at a meeting at the Hotel Astor here next Wednesday of the Eastern members of TOA's 17-member exhibitor-distributor relations committee.

The meeting will be the first preliminary planning conference of the TOA committee. It will prepare an agenda for meetings later with distribution representatives. Western and Southern members of the committee may meet with the Eastern members subsequently for a full committee vote on proposals, it was indicated yesterday. It is possible, however, that the full committee will vote by mail after a number of preliminary conferences and prior to a meeting with distributors.

Expected to attend Wednesday's

(*Continued on page 8*)

GoldwynRaps 'Monopolies'

DETROIT, Oct. 20.—Following his deposition in the monopoly suit brought by the Society of Independent Motion Picture Producers here, producer Samuel Goldwyn today told the Detroit press that "motion picture producers are faced here with a monopoly situation which has eliminated competition and left them at the mercy of the combine." The "combine" referred to the defendants in the SIMPP action, United Detroit Theatres and Cooperative Theatres of Michigan.

Goldwyn charged: "The theatre monopoly here is thoroughly un-

(*Continued on page 9*)

38 Comedies Await Release by Majors

Accentuating the trend to feature comedies, there are some 25 now in release by major companies, with another 38 finished and awaiting release, four more before the cameras and another 24 in the planning stage, according to *Motion Picture Herald.*

ECA Committee to Advise Also on Profits Guarantee

The Economic Cooperation Administration's newly-appointed three-member Film Advisory Committee will make recommendations on how much profits should be guaranteed film companies, in addition to what individual films should get guarantee contracts.

The committee has already held its first meeting here and the next one will be held here tomorrow. The first session, on Wednesday, was devoted largely to a briefing on the overall problems before the group.

ECA officials are seeking a quick decision on Motion Picture Export Association's application for a $1,066,000 guarantee contract for distribution activities in Germany during the last five months of 1949. ECA has set mid-November as a target date for having this contract signed. The German government has already approved it.

The committee is expected to meet once a week hereafter on applications for distribution in Germany after Jan. 1 and ECA officials plan to have each week's meeting devoted to a different company. After the committee passes on the project ECA will forward it to the German government for approval, and then make its final decision after it receives a reply from Germany.

None of the individual company contracts is expected to be signed much before Christmas.

Members of the advisory committee are: Hunter College president George N. Shuster, UNESCO delegate Mrs. Quincey Wright, and Thomas K. Finletter, former ECA Mission chief in Britain.

May Film Dempsey, 'DiMag,' Rickard

Jack Dempsey yesterday disclosed here that negotiations to produce as his second film for Popkin-Stiefel-Dempsey Production "The Life of Joe DiMaggio." The announcement was made at a luncheon for sports writers at Toot Shor's. Dempsey and Bill Holland, auto racer, were honor guests.

Dempsey discussed plans to film his own life story and also said a film on the life of Tex Rickard is under consideration.

I. A. District to Honor NY's O'Dwyer

Thomas Murtha, chairman of the legislative committee of the IATSE District No. 10, New York, announced yesterday that the District will be host at a luncheon at the Hotel Astor here on Oct. 27, in honor of Mayor William O'Dwyer.

'Red Shoes' Anniversary

J. Arthur Rank Organization and Eagle-Lion will be hosts today at a luncheon at Sardi's celebrating the first anniversary of the opening of "Red Shoes" at the Bijou Theatre.

Personal Mention

MORT BLUMENSTOCK, Warner advertising-publicity vice-president, left here yesterday for Hollywood.

•

H. C. KAUFMAN, Columbia manager of exchange operations, and MRS. KAUFMAN are the parents of their second child, a boy, born at Hackensack Hospital, Hackensack, N. J.

•

EDWARD L. WALTON, Republic assistant general sales manager, has returned from conferences in Republic branches in Seattle, Portland, Los Angeles and San Francisco.

•

ROBERT ELMER BAULCH, president of Crescent Amusement Co., Nashville, was recently awarded the 33rd Masonic degree, Scottish Rite, at Washington.

•

MOREY GOLDSTEIN, Monogram general sales manager, will leave here this weekend to attend the national Allied convention at Minneapolis.

•

MRS. WILLIAM HORNE, wife of the producers' representative, has returned to the Neurological Institute of the Medical Center, New York.

•

MARGARET F. STINZIANO, of the Durfee Theatre, Fall River, Mass., was nominated in a non-partisan primary for city councillor.

•

FLOYD C. HENRY, Paramount Far East division manager, is in Hollywood, en route from New York to his Manila headquarters.

•

TYRONE POWER and MRS. POWER, the former LINDA CHRISTIAN, will arrive here on Monday from an extended stay abroad.

•

SOL A. SCHWARTZ, vice-president in charge of RKO theatre operations, is due to sail for New York from Europe on Oct. 28.

•

RUSSELL V. DOWNING, Radio City Music Hall executive vice-president, has returned to his desk from a vacation.

•

GARY COOPER was guest of honor at a Hollywood Foreign Correspondents Association luncheon yesterday.

•

L. C. WINGHAM, M-G-M San Francisco branch manager, is in New York from that city.

•

HOWARD MILLER has been appointed assistant manager of the Avon Cinema at Providence.

•

BEN WIRTH, Warners Service Corp. president, is in Chicago from New York.

•

DORE SCHARY plans to leave Hollywood on Nov. 7 for New York.

•

J. J. COHN, M-G-M producer, is in New York from Hollywood.

ROY DISNEY, Walt Disney Productions president, will leave here today by plane for London.

•

CARL ROGERS, manager of Loew's Broad Theatre, Columbus, O., has been appointed relief manager of Loew's Ohio in that city, pending the recovery of WALTER KESSLER, who was injured in an automobile accident. JOHN DI BENNEDETTO, house manager of Loew's Poli, Bridgeport, Conn., takes over at the Broad.

•

HAROLD BLUMENTHAL, vice-president of Consolidated Theatres of New Jersey, and MAURY MILLER, president of the New Jersey unit of the Theatre Owners of America, have been named president and vice-president, respectively, of Temple Emanuel, Passaic.

•

DON HARTMAN of RKO Radio, and MRS. HARTMAN; DANIEL O. HASTINGS of 20th Century-Fox, and MRS. HASTINGS, and GEORGE P. KITEL of Interworld Films, are among passengers who sailed last night for England on the *S.S. Queen Elizabeth.*

•

IRVING MAAS, Motion Picture Export Association vice-president and general manager, who was scheduled to leave New York on Wednesday for Europe, postponed his departure until today. He will fly to Amsterdam, thence to Prague.

•

A. M. KANE, Paramount assistant Eastern division manager; EDWARD MALONEY, Albany branch manager; GUS SCHAEFER, RKO Radio district manager, and MAX WESTEBEE, Albany manager, were in Gloversville, N. Y., yesterday.

•

JACK COHN, Columbia executive vice-president, and home office executive ABE MONTAGUE, ABE SCHNEIDER and LEO JAFFE are due in Hollywood tomorrow from New York.

•

RICHARD MCTAGUE, owner of the Iowa Theatre, Dennison, Ia., and MRS. MCTAGUE have become the parents of a daughter, their seventh child.

•

FRED GLUCKMAN, recently appointed field service manager for Nu Screen Corp., has returned to New York following a tour of key cities.

•

A. H. BLANK, Des Moines circuit operator, was a visitor at the Paramount home office here yesterday.

•

TRUD WERBLE of RKO Theatres booking department will be married to ELMER SHAPIRO in November.

•

AL DAFF, Universal-International foreign sales supervisor, is due here from Europe early next week.

•

CHARLES S. GOETZ, Four Continents Films vice-president, is in Boston from New York.

•

WILLIAM HILL has been appointed manager of Pioneer Theatre's drive-in at Corral, Ia.

Truman Opens Way For Excise Tax Cut

Washington, Oct. 20. — President Truman today left the way open for an Administration recommendation next year to cut excise taxes.

The President told his weekly press conference that he objected to deficit financing, that he knows of no way to avoid a request next year for higher taxes, and that the answer to the problem of financing the government may turn out to be a general overhauling of the tax structure. If this is so, he said, he will recommend a complete revision of the tax laws in his message to Congress in January.

Bronx Edison Studio Bids for Independents

The old Thomas Edison Studio in the Bronx will be altered and made available for independent producers, according to an announcement by Gaillard Boag, who says a group of film men are backing the venture.

The four-story building occupies nearly half-a-block and contains two sound stages for the production of television, industrial, educational and theatrical films, Boag stated.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BETTY HUTTON · VICTOR MATURE
"RED, HOT AND BLUE"
A JOHN FARROW production with
WILLIAM DEMAREST · JUNE HAVOC
PARAMOUNT TIMES SQUARE
IN PERSON
ERSKINE HAWKINS and his Orchestra
NELLIE LUTCHER
THE TRENIERS
STUMP & STUMPY
THE CLARK BROS.
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

FRED MacMURRAY - MAUREEN O'HARA
IN
"FATHER WAS A FULLBACK"
A 20th Century-Fox Picture
On Variety Stage in Person—BENNY GOODMAN
IN HIS JAZZ REVUE
ROXY 7th Ave. & 50th St.

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THE SNAKE PIT
YELLOW SKY
A LETTER TO THREE WIVES
DOWN TO THE SEA IN SHIPS
MOTHER IS A FRESHMAN
CANADIAN PACIFIC
MR. BELVEDERE GOES TO COLLEGE
IT HAPPENS EVERY SPRING
HOUSE OF STRANGERS
YOU'RE MY EVERYTHING
SLATTERY'S HURRICANE
COME TO THE STABLE
I WAS A MALE WAR BRIDE
THIEVES' HIGHWAY
FATHER WAS A FULLBACK

. . . and now I've seen your future . . .

AND IT'S EVEN GREATER!

and the product tells the story

EVERYBODY DOES IT

Starring PAUL DOUGLAS • LINDA DARNELL • CELESTE HOLM CHARLES COBURN • Directed by EDMUND GOULDING • Produced by NUNNALLY JOHNSON

Douglas sings in the "Movie of the Week!" —LIFE
"One of the year's top comedies." —THE INDEPENDENT

OH, YOU BEAUTIFUL DOLL

Color by TECHNICOLOR

Starring JUNE HAVER • MARK STEVENS with S. Z. "Cuddles" Sakall
Directed by JOHN M. STAHL
Produced by GEORGE JESSEL

"The top of 20th's all-time hit parade." —says DAILY VARIETY
And it's your special Thanksgiving Holiday date!

FIGHTING MAN OF THE PLAINS

Starring RANDOLPH SCOTT with BILL WILLIAMS • VICTORY JORY • JANE NIGH • Produced by NAT HOLT
Directed by EDWIN L. MARIN
A Nat Holt Production

The full color and sweep of the old West captured in glorious color! This one will bring 'em in — in droves!

Samuel Shellabarger's

PRINCE OF FOXES

A Cast of 50,000 Starring
TYRONE POWER • ORSON WELLES
WANDA HENDRIX • Dir. by HENRY KING • Prod. by SOL C. SIEGEL

$300,000 NATIONAL MAGAZINE CAMPAIGN KEYS THIS AS YOUR BIG HOLIDAY SHOW! BOOK IT NOW!

DANCING IN THE DARK

Color by TECHNICOLOR

Starring WILLIAM POWELL • MARK STEVENS • BETSY DRAKE • Directed by IRVING REIS • Produced by GEORGE JESSEL • Lyrics and Music by Howard Dietz & Arthur Schwartz

So gay, so young and romantic you'll be dancing on clouds. It's a love of a picture! Love that business!

WHIRL-POOL

Starring GENE TIERNEY • RICHARD CONTE • JOSE FERRER • CHARLES BICKFORD • Produced and Directed by OTTO PREMINGER

Advance word hails this one as having all the mystery and movie magic of the memorable "Laura".

OH, DOCTOR!

Starring DOROTHY McGUIRE WILLIAM LUNDIGAN • June Havoc Directed by CLAUDE BINYON Produced by FRED KOHLMAR

Dorothy McGuire's best since "Claudia" — Another of those "Sitting Pretty" unusual comedy romances!

Darryl F. Zanuck presents

TWELVE O'CLOCK HIGH

Starring GREGORY PECK with Hugh Marlowe • Gary Merrill • Millard Mitchell • Produced by DARRYL F. ZANUCK • Directed by HENRY KING

High mark in entertainment! One of the all-time big ones in scope, action, story. Peck is superb!

Keep Going...

WABASH AVENUE

Color by TECHNICOLOR

Starring BETTY GRABLE · VICTOR MATURE · PHIL HARRIS · Directed by HENRY KOSTER · Produced by WILLIAM PERLBERG

It's Grable at her grandest — in the great tradition of her biggest musical hits!

Darryl F. Zanuck presents

THREE CAME HOME

Starring CLAUDETTE COLBERT with Patric Knowles · Florence Desmond
Directed by JEAN NEGULESCO
Produced by NUNNALLY JOHNSON

Previewers salute another Zanuck masterpiece! One woman's personal story, told the way it happened!

NOW AVAILABLE FOR SELECTED PRE-RELEASE ENGAGEMENTS

Pinky

Starring JEANNE CRAIN · ETHEL BARRYMORE · ETHEL WATERS · WILLIAM LUNDIGAN · Produced by DARRYL F. ZANUCK · Directed by ELIA KAZAN
Screen Play by Philip Dunne and Dudley Nichols · Based on a Novel by Cid Ricketts Sumner

One of the greatest Box-office attractions of all time!

There's No Business Like 20th CENTURY-FOX Business!

PRINTED IN U.S.A.

Austrian Newsreel Monopoly Is Feared

WASHINGTON, Oct. 20.—The Motion Picture Association of America has "discussed with the State Department the propriety" of an Austrian plan to start an official government newsreel.

MPAA officials said they had received word from Austria that such a plan was under consideration, with a target date of Nov. 15. Having heard this, they had "informal discussions" with State Department officials, at which they pointed out that Government-sponsored newsreels tend eventually to be given official monopolies, shutting out American reels. The Department is now investigating.

At present, Austrian theatres can choose among the official Anglo-American newsreel, made up from clips of the various reels, a French newsreel, and 20th Century-Fox's reel.

Hollywood Cook Book Proceeds to DAV

"What Cooks in Hollywood," a book of favorite recipes of Hollywood personalities, has been published and placed on sale by the Motion Picture Committee of the Disabled Veterans Service Foundation. The book carries a foreword by General Jonathan M. Wainwright. It sells for one dollar, 70 cents of which goes to the veterans, the balance for publication costs.

"I could be wrong," says Maxwell Hamilton, chairman of the Motion Picture Committee, of the book, "but I believe here is at least one Hollywood contribution that is neither scandalous, subversive, criminal nor vulgar. Some cannibal probably will say it is, though."

Benefit for Variety

TORONTO, Oct. 20.—World premiere of "The Inspector General," starring Danny Kaye, will feature the next benefit performance of the Toronto Variety Tent in aid of the Variety Vocational School for Crippled Children, the prime mover of which has been chief barker J. J. Fitzgibbons. The show will be staged at Famous Players' Imperial Theatre on Nov. 17 with Kaye making a personal appearance in support of the $250,000 institution for which Fitzgibbons and club members have been financially successful with a series of benefits over two years. The school opened on Oct. 15 and will be dedicated later.

Selznick Signs Kelly

David O. Selznick has signed Emmett Kelly, famous circus clown, to an exclusive contract covering his appearances in every form of entertainment, including the circus, motion pictures and television. Kelly will be starred in a picture soon to go into production.

'Big Wheel' Bows Nov. 10

World premiere for United Artists' "The Big Wheel" has been set for Nov. 10 at Indianapolis, scene of the annual speedway classic which forms the background of the Popkin-Stiefel-Dempsey production.

$100,000 Dix Estate

LOS ANGELES, Oct. 20.—Richard Dix's will, leaving an estate of more than $100,000 to his widow and four children, has been admitted to probate.

"Samson and Delilah"

(*Continued from page 1*)

that give pause to the viewer mindful of the budgetary pruning knife which studio managements have kept whetted to razor sharpness these many months.

"Samson and Delilah" is DeMille at his showmanly best. It would be a sorry thing had his flamboyant disregard of a production dollar been seriously harnessed. Spend he does, but he is notable for the sureness of his getting something saleable onto the screen for whatever he spends. Exhibitors once more can take what he delivers and through the alchemy of the box office turn it back again into an abundance of coin.

VICTOR MATURE is Samson, of the Danite race, held in subjugation by the Philistines. His supernatural strength has made him a leader of his people in their resistance to the oppressors. He has fallen in love, however, with a Philistine girl, played by Angela Lansbury. Delilah, her sister, played by Hedy Lamarr, is fascinated by his strength when she sees him kill a lion with his bare hands. She endeavors to prevent Samson's marriage to her sister by a ruse which ultimately leads to a brawl between Samson and 30 soldiers participating in the traditional wedding feast. In the ensuing melee the bride-to-be and her father are killed, the bride's home burned to the ground, and Delilah is spurned by Samson, who returns to his people.

Delilah vows vengeance against Samson. She becomes the courtesan of the ruler, played by George Sanders, who sets his legions, headed by Henry Wilcoxon, to take Samson prisoner. Delivered to his enemies by elements among his own people who hope for relief from oppression as the price of their betrayal, Samson breaks his chains and destroys half an army in a narrow mountain pass, with the jaw bone of an ass as his only weapon.

Delilah convinces Sanders that a woman might succeed where an army had failed. For 1,100 pieces of silver from each of 11 of the king's counsellors she bargains to bring Samson back a captive. Knowing Samson has become a robber of Philistine caravans to retrieve what had been stolen from his people, she baits him with a rich camel train and seduces him when he comes to her desert tent at night bent on robbery. In their amorous interlude which extends over a period of days she learns from Samson that the secret of his strength is in his hair. Shorn of his hair after being drugged by Delilah, Samson's strength is lost and he is taken captive, blinded and returned to Sanders as a slave.

REPENTING, Delilah goes into the temple arena where Samson is being scourged and humiliated before the public and leads him to the pillars upon which the temple rests. He prays for the return of his strength, then displaces the columns and, section by section, the temple crashes down upon the Philistine throngs. It is one of the most spectacular scenes that films have displayed for long.

Performances of the large cast which includes in addition to those mentioned Olive Dearing, Fay Holden, Julia Faye, Rusty Tamblyn, William Farnum, Francis J. McDonald and numerous others, are smooth and thoroughly in the mood of the production. DeMille was assisted in his expert direction by Edward Salven. Jesse Lasky, Jr., and Frederic M. Frank wrote the screenplay from original treatments by Harold Lamb and Vladimir Jabotinsky.

All technical work is expertly accounted for, particularly the photography under the direction of George Barnes; art direction by Hans Dreier and Walter Tyler; the costumes by Edith Head and staff; set decorations by Sam Comer and Ray Moyer; process photography by Farciot Edouart and Wallace Kelley.

Running time, 128 minutes. General classification. Release, not set.

SHERWIN KANE

"A Dangerous Profession"

(*RKO Radio*)

GEORGE RAFT, Ella Raines, Pat O'Brien and Bill Williams make up the marquee aggregation in "A Dangerous Profession," a title which alludes to the business of providing bail bonds for lawbreakers.

Bond brokerage partners Raft and O'Brien, for whom the main enjoyment of their relationship appears to rest in the opportunities it provides for wise-cracking repartee between themselvs, are a pair of crafty chaps who, under normal conditions, are well able to protect their financial interests. Raft, however, has a weakness: women. So, when an old flame, Miss Raines, applies to him for bail for Williams, her irresponsible husband, junior partner Raft can't resist the temptation to help her meet the necessary $25,000, for which she can offer little collateral. This puts Raft in bad with police detective James Backus who had urged the high bail so Williams would be forced to remain in custody as a suspected cop-killer. Backus accuses Raft of hoping Williams will be killed by fellow crooks so the bond broker could again pick up with Miss Raines. Williams is murdered, and Backus could have been right, but it turns out that he was not right in light of self-sacrifices Raft makes later in tracking down and capturing the real cop-killer.

The Martin Rackin-Warren Duff script offers glibly coloquial dialogue, a fair amount of physical action, and not a few chuckles. At times, though, the story line becomes fuzzy and hard to follow. Ted Tetzlaff directed this Sid Rogell production with a light, breezy touch. Completing the cast are Roland Winters, Betty Underwood, Robert Gist and David Wolfe.

Running time, 79 minutes. General audience classification. Release date, Nov. 26.

CHARLES L. FRANKE

Video at Boston House

BOSTON, Oct. 20.—Plans are now being formulated to present television shows upon the large video screen of the Pilgrim Theatre three times a week, according to Harry I. Wasserman, American Theatres Corp. district manager.

Brazil Film License Ban a Surprise Here

Word reached New York yesterday from Rio de Janeiro that the Brazilian government has suspended all film import licenses. The news surprised some distributors' foreign department executives here, it being explained that Brazil recently replaced licenses which expired on Oct. 1.

It is understood that Brazil's acute dollar situation, coupled with devaluation, would be responsible for license suspension. U. S. pictures have been getting 76 per cent of the playing time in Brazil's 1,575 theatres.

World Market Needs 'Quality': Olivier

LONDON, Oct. 20.—Britain must have quality in its film exports, Sir Laurence Olivier said at a luncheon where he received the *Picturegoer* magazine award for "Hamlet." "To try and win world markets in any other degree is a hopeless battle," Olivier said.

Miss Anna Neagle, who received an award for her work in "Spring in Park Lane," voiced alarm over the "really bad pictures" going to the American market.

Orders Review of Mass. Wage Levels

BOSTON, Oct. 20.—Wages of Massachusetts theatre ushers, doormen, cashiers and other theatre employes may come under a new minimum level of 65 cents per hour through a re-examination of wage levels ordered by State Labor Commissioner John J. Del Monte.

The State Legislature at its last session condemned lower levels as "oppressive and unreasonable."

To Cite Four Stars

Four Brooklyn stars—Susan Hayward, Lena Horne, Danny Kaye and Veronica Lake—will be among the 30 eminent Brooklynites cited by Youth United at a dinner to be held at the Waldorf-Astoria on Nov. 1, Judge George J. Beldock, president of Youth United, announced the awards for "setting a glowing example to the youth of America." Proceeds of the dinner will go toward supporting eight Brooklyn settlement houses.

Tent 19 Dinner Oct. 29

BALTIMORE, Oct. 20.—Chief barker Robert J. O'Donnell of Variety Clubs International will be a speaker at the 11th annual dinner-dance of local Tent No. 19, to be held at the Sheraton Belvedere Hotel here on Oct. 29. C. Elmer Nolte, Jr., is chairman of the committee in charge.

City Operator Post Open

Applications for the post of motion picture projectionist are being accepted by the Civil Service Commission, City of New York. Salary at present is $12 per "session," with approximately 60 sessions per year.

Fire Destroys 2 Houses

Two theatres, Interstate's Palm Theatre at Meggs, Ga., and the Metro Theatre, Prairie du Chien, Wis., operated by George Panka, were destroyed by fire.

Loew Patrons Polled On Feature Time

Patrons of eight Loew suburban theatres in this area are being polled through a trailer and ballot to determine how many would prefer to see the main feature on a double bill program begin at nine p.m. The survey was decided upon following numerous complaints that the main feature started too late, thus presenting problems in transportation when the show broke about midnight.

Under Loew's current operations, the last evening show now starts at about 8:40 p.m. with the second feature of a double bill program ending about 10 o'clock and the main feature starting at that time.

Ascap and Video Stations In Per-Program Rate Talks

Ascap and television station negotiators were said here to have made substantial advances toward formulating a rate system on licensing the society's music on a per-program basis, in three days of meetings in Philadelphia. The three-day conclave was adjourned yesterday and will be resumed shortly, it was said. The DuMont Network and independent stations are awaiting terms agreed upon before signing with Ascap, unlike the other three major networks which already have signed blanket contracts.

Dwight W. Martin, of WLW-T, Philadelphia, is chairman of the telecasters' negotiating committee and president Fred Ahlert is representing Ascap.

Columbia Signs Dozier

HOLLYWOOD, Oct. 20.—William Dozier, who left Universal-International in August, 1946, to form the independent Rampart Co. with his wife, Joan Fontaine, has been signed by Columbia as a producer. Rampart has been inactive, but work is continuing on the "The Mary Malone Story."

Urge FCC Wait Two Months on Color TV

In a petition submitted to the Federal Communications Commission today, the Radio Corp. of America requested that comparative color television demonstrations scheduled by the FCC for the week of Nov. 14 be postponed for a period of two months to provide RCA "a reasonable opportunity" for field testing its new all-electronic system "to the point where such a comparative demonstration would be meaningful."

Warner Asks 'Faith' Studio's Judgment

HOLLYWOOD, Oct. 20.—In confirming the suspension of Lauren Bacall for her refusal to appear in "Storm Center," Jack L. Warner, executive producer, declared that "it would be well if judgment of a player's ability to play a part were left to the producer, director, writers and executives who have done their utmost to protect and benefit the player."

Warner regretted the necessity of using "legal suspension" but pointed out that "Every refusal to work on the part of any individual affects the livelihood of many other individuals. Stars who have been built by studios should have faith and confidence in those who have brought them from novice to star status," he said.

Variety Induction

(*Continued from page* 1)

H. Carsons and William J. Gray. Representing New York City will be Mayor William O'Dwyer.

Industryites expected to sit on the double dais include John H. Harris, Robert J. O'Donnell, Max Cohen, Nicholas M. Schenck, Adolph Zukor, Barney Balaban, Spyros P. Skouras, Ned Depinet, Joseph Vogel, Charles C. Moskowitz, Malcolm Kingsberg, Andrew W. Smith, James R. Granger, Al Schwalberg, Marc J. Wolf, Jack Beresin, Chick Lewis, Murry Weiss, Jay Emanuel, George Eby, William McCraw, Moe Sanders, Sol Trauner, Jules Reiff, Richard Walsh, Leo Brecher, Emil Friedlander, Robert Fannon, Harold Klein.

Also, Herman Robbins, Joseph Bernhard, Bernard J. Kranz, George Schaefer, Tom Connors, Si Fabian, Sam Rosen, William German, Fred Schwartz, Harry Brandt, William White, Gael Sullivan, William P. O'Brien, Robert Christenberry, Abel Green, Vinton Freedley, Jack Alicoate, Sam Rinzler, Saul Rogers, Alex Arnswalder, Herman Gelber, Jerry Chaiken, Walter Reade, Jr., Milton Weisman and Walter Vincent.

Video Gives Theatre A Second Audience

Toronto, Oct. 20.—Two different audiences attend the newly-renovated Mountain Theatre at nearby Hamilton, according to manager D. Campbell. One audience buys tickets to see the film show, while the others pays admission to watch the television show on a receiving set in the mezzanine. Programs come from across the border at Buffalo, 40 miles away. Canada does not have television of its own.

TOA Meeting

(*Continued from page* 1)

meeting are: TOA president Samuel Pinanski, Boston; committee chairman Walter Reade, Jr., New York; Arthur H. Lockwood, Boston; Leonard Goldenson, New York; S. H. Fabian, New York; Ted R. Gamble, New York; Lewen Pizor, Philadelphia; Sidney Lust, Washington; Albert Pickus, Stratford, Conn.; TOA executive director Gael Sullivan.

To Act on Bidding

The committee was directed by the TOA national convention in Los Angeles last month to take steps toward the formation of a trade practice code. Specifically, the convention approved a report recommending that competitive bidding be done through the form of sealed bids with the provision that all terms and conditions of each bid be disclosed to bidders immediately after the award. The 17-man group was authorized to devise and attempt to work out with the distributors a method to establish an arbitration tribunal for the airing of exhibitor-distributor complaints and grievances operating under a "fair trade code" covering industry disputes without the necessity of going to court. The search for a "more practical pattern of availabilities" also was assigned the committee. Current clearance problems as well as other subjects also may find a place on the agenda to be drafted.

Attorneys Wary of Code

Some distribution attorneys are said to be wary of trade practice code meetings between distribution and any single segment of exhibition. Thus, it is possible that other exhibitor groups, organized and unorganized, may be invited to participate in any definitive distribution-exhibition parley. However, it is believed that should other exhibitor organizations decline that would not preclude the holding of TOA-distribution meetings.

Switch Dates for Award

Date for the presentation by the Negro Actors Guild of an award to Ethel Waters for her performance in "Pinky" has been advanced from Tuesday to Monday. Presentation will be on the stage of the New York Rivoli Theatre.

Brandt, Krueger to Confer

Leon Brandt, Eagle-Lion director of advertising-publicity, will leave here for Chicago today to confer with producer Carl Krueger on national advertising budgets for "The Golden Gloves Story."

FOR SALE

Cincinnati First Run Theatres

Fully Equipped—Now Operating

LYRIC THEATRE
AND OFFICE BUILDING
(Owned in fee)

CAPITOL THEATRE
BUILDING
(Lease Expiring 1959)

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(Lease Expiring 1955)

also

One-third of the outstanding capital stock of Gifts, Inc. which operates under a lease the subsequent run Times Theatre in Cincinnati.

RKO MIDWEST CORPORATION invites offers for the purchase of its interest in the above properties. The right is reserved to reject any or all offers. No brokerage fee will be paid by the seller. Offers to purchase or inquiries for additional information should be addressed to:

Thomas F. O'Connor, Treasurer
RKO MIDWEST CORPORATION
1270 Ave. of the Americas, New York 20, N. Y.

FOR SALE
Interest in Theatres in Huntington, West Virginia

RKO Theatres, Inc. invites offers for the purchase of its approximately 25% interest in the outstanding capital stock of Greater Huntington Theatre Corporation which operates four theatres, a radio station and a drive-in theatre in Huntington, West Virginia.

RKO Theatres, Inc. reserves the right to reject any or all offers. No brokerage fee will be paid by the seller. Offers to purchase or inquiries for additional information should be addressed to:

Thomas F. O'Connor, Treasurer • RKO THEATRES, INC.
1270 Avenue of the Americas, New York 20, N. Y.

Coming Events

Oct. 23-24—Theatre Owners of North and South Carolina convention, Hotel Charlotte, Charlotte.

Oct. 24-26—Allied States Association annual convention, Hotel Nicollet, Minneapolis.

Oct. 25-27—Variety Clubs International mid-year meeting, Hotel Astor, New York.

Oct. 27—Tent No. 35 New York Variety Club inaugural dinner, Hotel Astor, New York.

Nov. 1—Ontario Motion Picture Theatre Association convention, King Edward Hotel, Toronto.

Nov. 7-8—Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois convention, St. Louis.

Nov. 14—United Jewish Appeal "Night of Stars," Madison Square Garden, New York.

Nov. 15-16—Associated Theatre Owners of Indiana annual convention, Hotel Lincoln, Indianapolis.

Nov. 16—Motion Picture Pioneers 10th anniversary dinner. Waldorf-Astoria, New York.

Another Independent Film for Eagle-Lion

Eagle-Lion has consummated a deal with the recently-formed Central National Pictures Corp. for the release of the company's first production, "The Golden Gloves Story." Producer Carl Krueger heads the new company. A deal for the release of the company's future product by Eagle-Lion is expected to be negotiated.

"Golden Gloves Story" will star James Dunn, with shooting to start on Oct. 26.

SPG Arbitration In Night Session

Arbitration meetings between representatives of the Screen Publicists Guild, Screen Office and Professional Employes Guild and film company representatives continued in the offices of the Federal Mediation and Conciliation Service last night.

'Samson' Luncheon Today

Exhibitors of the New York area today will be the guests of A. W. Schwalberg, Paramount sales vice-president at a luncheon and discussion by Henry Wilcoxon in behalf of Cecil B. DeMille's "Samson and Delilah," at the Hotel Pierre.

Want Father's Day Film

National Father's Day Committee has announced its annual search for a feature picture and a short to be designated official films for 1950's "Father's Day," next June 18. Pictures released between Oct. 1, 1949, and June 18, 1950, are eligible.

McMahon, Kranz Shifted

BUFFALO, Oct. 20.—John McMahon has been appointed city salesman for Paramount here. He has been covering the Syracuse area. Donald Kranz has been transferred from Albany to Buffalo and will cover Syracuse.

Cinecolor to Process Two More on Ansco

Hollywood, Oct. 20.—Cinecolor, which three weeks ago announced its entry into the three-color processing field with a commitment to turn out release prints for James Burkett's "Sunken Treasure" photographed in Ansco color, today disclosed that contracts have been closed for two additional feature pictures, also to be processed from Ansco negatives.

Cinecolor vice-president Allan Gundelfinger, who developed the company's three-color processing method, described the procedure in detail at the recent Society of Motion Picture Engineers convention here. Titles of the additional films are withheld pending an announcement by their producers.

Sullivan Sees

(*Continued from page* 1)

situations for the sake of increased revenue from film rentals," he said.

Sullivan indicated that distributors and producers might look to television film production which "eventually can provide enormous and attractive revenue sources and many theatre owners could well become orphans of the decree and step-children of the motion picture industry."

He urged voluntary arbitration as a means of settling intra-trade differences.

Sullivan also warned against rental terms "so high as to force admission prices upward. No distributor should do indirectly what is unsound and illegal to do directly," he said.

Sullivan called for a "more equitable distribution of prints in exchange areas" and the creation of more uniform availabilities.

"If we would sit down with each other on this problem of product availability and equitable rentals," he said, "we will have done one of the most constructive things that can happen to the entertainment industry." He added that TOA's new trade relations committee can be the "best answer" for industry harmony.

Herman Levy, TOA general counsel, spoke of the problems involved in competitive bidding in his address to the exhibitors.

More Prints

(*Continued from page* 1)

would work to formulate a trade practices code.

The convention also urged both distributors and exhibitors to make more funds available for exploitation campaigns for key theatres which could be spread out over more territory.

MPAA Will Take 'Curley' Case To Supreme Court if Necessary

MEMPHIS, Oct. 20.—Francis S. Harmon, vice-president in charge of Motion Picture Association of America's New York office, said today the MPAA is going to fight the "Curley" censorship case "through to a finish even if it means taking the issue of political censorship to the U. S. Supreme Court."

Harmon was in Memphis to address the closing day's session of a four-day convention of the MPTO of Mississippi, Arkansas and Tennessee.

Kiwanis Sponsors Film

INDIANAPOLIS, Oct. 20.—"Johnny Holiday," anti-juvenile delinquency film shot at the Indiana Boys' School, will have its world premiere here on Nov. 17 under the auspices of the Kiwanis Club. O. E. Peterson, secretary of Kiwanis International. said that the picture will be shown in more than 300 cities as part of a drive for the "National Kids' Day" Foundation.

Percentage Suit Is Filed by Universal

LAKE CHARLES, La., Oct. 20.—Universal Film Exchanges, Inc., brought a percentage action yesterday against William L. Paternostro and Rita Perello Paternostro, claiming under-reporting of receipts on percentage pictures at the Delta and Palace Theatres in Lake Charles. The action was filed in Federal District Court.

Judge Thomas F. Porter of Lake Charles, and Harry McCall, Jr., of the New Orleans law firm of Chaffe, McCall, Toler and Phillips signed the complaint for the plaintiff. Sargoy and Stein of New York are of counsel to the plaintiff.

Distributors Cleared

(*Continued from page* 1)

ing that the plaintiffs had failed to prove a conspiracy. He held that the clearance complained of was not unreasonable.

Judge Harrison had taken the case under advisement four months ago following a trial which lasted four weeks. The decision is considered significant as a precedent in view of the considerable number of similar actions pending.

Goldwyn

(*Continued from page* 1)

American. The American system of free enterprise is founded on the principle of competition in an open market. The monopoly in Detroit and others like it which exist all over the country threaten the existence of the motion picture industry. They have eliminated competition, operate collusively and dictate terms on a 'take it or leave it' basis."

Ebb Duncan in Two Deals

CARROLLTON, Ga., Oct. 20.—Ebb Duncan, president of the Duncan and Richards Theatres here, has sold his stock in Al-Dun Amusement Co. of West Point, Ga., to L. J. Duncan, president, and he and Clyde Sampler have taken over the interest of Roy Richards in Duncan and Richards.

'U' Declares Dividend

The board of directors of Universal Pictures has declared a quarterly dividend of $1.06 per share on the cumulative preferred stock. The dividend is payable on Dec. 1 to stockholders of record on Nov. 15.

Durkee Adds Another

BALTIMORE, Oct. 20.—The 700-seat Colony Theatre here has been added to the Frank H. Durkee circuit.

NOBODY'S AS GOOD AS BETTE DAVIS WHEN SHE'S BAD!

NOBODY'S GEARED TO GO LIKE WARNER BROS!

BETTE DAVIS
JOSEPH COTTEN
IN
"BEYOND THE FOREST"
also starring
DAVID BRIAN • RUTH ROMAN
Directed by KING VIDOR
Produced by HENRY BLANKE
SCREEN PLAY BY LENORE COFFEE • From the novel by Stuart Engstrand • Music by Max Steiner

Features in Review

"Navajo Trail Raiders"

(*Republic*)

A FAIR enough Western, conventional in design, "Navajo Trail Raiders" has Allan (Rocky) Lane as the central character in a story about a small frontier town endeavoring to import funds from another city to bolster its dwindled financial resources. Eddy Waller, Robert Emmett Keane, Barbara Bestar, Hal Landon, Dick Curtis, Dennis Moore and Ted Adams are among other players.

"Rocky" arrives in town to find a friend being framed for a series of stage-coach holdups. He sets to work and matches his wits against the outlaws who plan to hijack the incoming money for the town. After some hard riding, several fist and gun battles, and a little detective work, he uncovers and captures the leader and exposes the gang. The film was directed by R. G. Springsteen from a screenplay by M. Coates Webster. Gordon Kay was associate producer.

Running time, 60 minutes. General audience classification. Release date, Oct. 15.

"Laramie"

(*Columbia*)

A RATHER mild title and a mild Western is "Laramie," another in the "Durango Kid" series. It should, however, appeal to most youngsters and to some adults, what with the presence of Tommy Ivo, child actor, and the comedy of Smiley Burnette.

Action revolves around some outlaws who are trying to arouse the Indians in order to sell them rifles. A traitorous Army scout engineers the murder of the Indian chief, but Charles Starrett, in the dual role of Federal Peace Commission agent and the "Durango Kid," manages to expose the real killer, in one wild chase, to keep peace between the Army and the Indians. Elton Britt does some good yodeling and Charles Starrett, Young Ivo and Fred Sears turn in creditable performances in this low budget Colbert Clark production, directed by Ray Nazarro. Others in the cast are Elton Britt, Bob Wilke, George Lloyd, Myron Healey and Jay Silverheels.

Running time, 55 minutes. General audience classification.

"Passport to Pimlico"

(*Rank-Eagle Lion*)

FOR the audience which appreciates high-grade, subtle British comedy, "Passport to Pimlico" is most satisfactory. As merchandise for the U. S. market in general, however, its appeal is somewhat limited by reason of the heavy accents which make some of the dialogue unintelligible.

The farcical series of sequences builds up from the time an old Nazi bomb, buried deep in the London district of Pimlico, explodes accidentally and uncovers an old document, found amid buried treasure, which declares the district to be a sovereign state by the order of the Duke of Burgundy. The people of Pimlico declare their independence as Burgundians, tear up their ration books, and will have nothing to do with England. They are foreigners. From that point on the comedy builds into adroit satire on the British Foreign Office, the war department, and, in fact, the English people on their handling of the whole "domestic-foreign" problem.

There are no notables in the cast, which generally turns in a satisfactory job. "Passport to Pimlico" was directed by Henry Cornelius, with E. V. H. Emmett as associate producer. The picture starts slowly but picks up speed. Stanley Holloway, Margaret Rutherford, Hermione Baddeley and Paul Dupuis play the leads.

Running time, 84 minutes. General audience classification. For October release.

"Deputy Marshal"

(*Lippert Productions*) Hollywood, Oct. 20

GOOD Western material all the way through, "Deputy Marshal" is well above the conventional in story and production values.

Astride Lance, a striking Palomino horse, Jon Hall rides into Tumult, Wyoming, as a U. S. Deputy Marshal and establishes justice after a chain of events that make this Western melodrama a top scorer in points of ridin', fightin', shootin', killin', kissin' and singin'. There is a deal more of story, and better, than is par, and the picture stays well away from the ruts of routine. Frances Langford, Dick Foran, Clem Bevans, Russell Hayden, Jow Sawyer and Julie Bishop are other names to bill.

Scripted and directed by William Berke, from a novel by Charles Heckelmann, the story opens with a killing on horseback witnessed by Marshal Jon Hall, who rides on into Tumult in search of two outlaws. Finding local law enforcement in a bad way, he takes over, survives sundry and sometimes novel attempts on his life, engages himself romantically with two attractive cowgirls, one of whom gets killed in the finale, and fights it out with the forces of evil until he accomplishes his mission. Action is swift and steady, the meaning always clear, and a robust assortment of adventuring is put by before the bell rings.

William Stephens produced, Robert L. Lippert was executive producer, and Murray Lerner was associate executive, each adding to his repute by this effort.

Running time, 72 minutes. General audience classification. Release date, Oct. 28.

"Zamba"

(*Eagle Lion*)

"ZAMBA" is a jungle adventure film set in the Belgium Congo. Grappling animals and some occasionally exciting moments make for good exploitation possibilities. Generally, however, the picture lacks originality.

The screenplay, by Barbara Worth, has a young mother (June Vincent) and her six-year-old son, Beau Bridges, forced down while flying over the jungle. Mother and child are separated and eventually a huge Zamba gorilla finds the child, adopts him and protects him from danger. In the meantime a safari headed by Jon Hall finds the mother, and after some considerable jungle incident, also finds the boy. Others in the cast are Jane Nigh and George Cooper.

The young boy playing with baby chimps and lion cubs provides some genial footage. A Bert M. Stearn presentation, it was produced by Maurice H. Conn and directed by William Berke, with Harry Hendel as associate producer.

Running time, 75 minutes. General audience classification.

MANDEL HERBSTMAN

"Treasure of Monte Cristo"

(*Lippert Productions*)

A LIVELY crime-action production of moderate proportions which is interesting in its many involvements, although the story does not particularly strain one's imagination, is this new Lippert offering.

Several good performances are turned in by the cast, especially by Glenn Langan, Adele Jergens and the always reliable Steve Brodie. Exhibitors who look closely will be able to see Robert L. Lippert himself in a small part as the caretaker of a warehouse, who is shot dead before he has more than a chance to say: "Who's here?" Leonard S. Picker produced and William Berke directed. Associate producers Aubrey Wisberg and Jack Pollexfen wrote the original screenplay.

The story ties in with the popular figure of the Count of Monte Cristo and is based on the disappearance of the Count's fortune, valued at millions.

A lot of things happen to seaman Langan when he arrives in San Francisco. He is slugged, then fights off some thugs who try to abduct pretty Miss Jergens. She tells him a fantastic story and he agrees to marry her "in name only." Immediately he becomes involved in a murder, and several reels and much action and conversation later, the pair get together, with the treasure found in an empty warehouse.

Others in the cast are Robert Jordan, Michael Whalen, George K. Davis, Margia Dean, Michael Vallon, Sidney Melton, Brian O'Hara.

Running time, 78 minutes. General audience classification. Release date, Oct. 1.

"Under the Sun of Rome"

(*Sandro Ghenzi-United Artists*)

ALTHOUGH not among the best of recent Italian pictures, this film will nevertheless have considerable appeal for patrons of art theatres. The story is still another in the cycle of juvenile delinquency tales, the principals being in their late teens or early 20's. Most of the action takes place in Rome just before and during World War II. The chief merit of the picture is a revealing presentation of some of the more objectionable features of the characters. Despite, or on account of, five writers, the screenplay lacks unity. The acting by amateurs is for the most part without much professional impact. The direction by Renato Castellani is uneven. A couple of scenes are in bad taste. In one part two of the Italian youths, ridiculously mistaken by the Germans for escaped English prisoners of war, are locked up in a toilet; in another the heroine forces another woman to apply to herself a term of opprobrium which is freely translated in the sub-title as merely "no good." Sandro Ghenzi was the producer. Oscar Blando, Liliana Mancini and Francesco Golisano had the chief roles.

The production has Italian dialogue with English sub-titles.

Running time, 100 minutes. Adult audience classification.

"Apache Chief"

(*Lippert Productions*)

Hollywood, Oct. 20

AN average Western, "Apache Chief" has a certain uniqueness in story material as its principal asset. Performances, direction and dialogue are routine.

Alan Curtis is a good Apache who triumphs, after many clashes, over Russell Hayden, a bad Apache who persists in killing white settlers for revenge and plunder. Carol Thurston is the Indian maiden with whom both Curtis and Hayden are in love, and Trevor Bardette is the Apache chief who tries to keep his tribe in the good graces of the U. S. Cavalry, which appears only briefly on the scene. Fuzzy Knight is a Cavalry sergeant and supplies the humor provided in the sketchy script.

Frank MacDonald directed. The film was given a sepia tinting which adds something to the scenic background. Children should like the picture best.

Running time, 60 minutes. General audience classification. Release date, Nov. 4.

HOTEL ASTOR — OCT. 27

HOW ABOUT THIS?

THE GREATEST INAUGURAL SHOW ON EARTH!

HONORED DINNER GUESTS
include
Vice-President of the United States
ALBEN W. BARKLEY
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Secretary of the Treasury
JOHN W. SNYDER
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Associate Justice of the Supreme Court
TOM CLARK
•
Mayor of New York City
WILLIAM O'DWYER

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NEW YORK CITY
INDUCTION INTO
VARIETY INTERNATIONAL
THURSDAY, OCT. 27th
HOTEL ASTOR

$15 per ticket
DRESS OPTIONAL

DINNER AND
DAZZLING STAGE SHOW
featuring the incomparable

GEORGE JESSEL (Courtesy 20th Cent. Fox)

presiding as master of ceremonies
plus
A MAMMOTH STAGE PRESENTATION
under direction of RUSSELL MARKERT • script by LESTER KRAMER
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HOLLYWOOD STARS! BROADWAY STARS!
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 79 NEW YORK, U. S. A., MONDAY, OCTOBER 24, 1949 TEN CENTS

3-Day Allied National Meet Begins Today

Depinet, Murphy Due to Urge 'PR' Plan Approval

MINNEAPOLIS, Oct. 23.—RKO Radio president Ned E. Depinet, who presided at the Chicago all-industry public relations conferences, and Screen Actors Guild's George Murphy are expected to head up a plea for acceptance of the Chicago-devised "PR" plan at the 16th annual convention of Allied States which will open tomorrow at the Hotel Nicollet here and continue through Wednesday.

Abram F. Myers

The convention which will start off with a nine-point agenda relating to

(*Continued on page 6*)

Pickford in New NY Firm

P. R. B., Inc., has been formed here by Mary Pickford, Charles (Buddy) Rogers and Mal Boyd to deal in package shows in radio and television and engage in personal talent management. The three principals and attorney Paul O'Brien comprise the board.

Miss Pickford, additionally, has

(*Continued on page 6*)

One for U. A. from Pickford and Banks

HOLLYWOOD, Oct. 23.—Polan Banks, producer-writer, and Mary Pickford, have completed a deal under which they will jointly produce "There Goes Lorna Henry" for United Artists release. Banks has completed a script based on his novel of the same name, rights to which are owned by Miss Pickford.

Meanwhile, Banks is currently producing "Carriage Entrance," also based on one of his novels, for executive producer Robert Sparks at RKO Radio, with a cast headed by Robert Mitchum and Ava Gardner.

'Samson' Rates Price Increase: Skouras

Advanced admissions are in order for Cecil B. DeMille's "Samson and Delilah," George Skouras wrote the producer last week after seeing the picture, which will have its premiere at Skouras' Rivoli and the Paramount Theatre, New York, in December.

"Exhibitors in general are hesitant, and for good reasons, to raise admission prices for pictures," Skouras wrote after commending the picture highly. "It is my opinion that none of them will hesitate to do so in this case because the picture itself portrays its value and the public will be glad to pay."

Exhibitors Cite Wilcoxon Tours

Exhibitors of the New York area registered a favorable response to Henry Wilcoxon at a special luncheon at New York's Hotel Pierre Friday where he "reported" on Cecil B. DeMille's "Samson and Delilah."

Also addressing the exhibitors, Hugh Owen, Paramount's Eastern and Southern division manager, said the type of public relation tours which Wilcoxon has made "will continue in the future" in behalf of other pictures.

New York is the 15th city of Wilcoxon's 41-city public relations tour. At the exhibitor luncheon here on

(*Continued on page 6*)

20th-FOX SPLIT-UP STRIKES TAX SNAG

$1,000,000 Towne Suit Hearing Today

CHICAGO, Oct. 23.—Hearings on the Towne Theatre, Milwaukee, $1,000,000 anti-trust suit are scheduled to get underway here tomorrow before Federal Judge John P. Barnes. The suit, filed in July, 1949, was the first in this sector to ask for a divestiture of defendant-owned first-run theatres based on the U. S. Supreme Court decision in the Paramount case.

The complaint charges monopolistic and conspiratorial practices by first-run houses operated by the defendant Fox-Wisconsin and Warner theatres which allegedly prevented the Towne from obtaining first-run product. Plaintiff's attorney is Thomas McConnell.

Rogers to Preside At Realart Meeting

Realart Pictures will observe its second anniversary as a distributor tomorrow and Wednesday at its second annual convention and sales meeting, to be held in the Hotel Warwick here. Budd Rogers, vice-president in charge of distribution, will preside. Delegates will also hear company president Jack Broder and board chairman Norman Eisenstein.

Trade press representatives will be guests of Realart at a convention luncheon in the Warwick on Wednesday.

Will Ask Extension of Dec. 20 Deadline; 250 Theatres Involved

By GENE ARNEEL

Twentieth Century-Fox will ask substantially more time to dissolve its partnership operations of a total of 250 theatres for the reason that unanticipated tax problems in a number of projected split-up deals have made it clear that the present deadline of Dec. 20 cannot be met.

In a stipulation with the Department of Justice, signed by the U. S. District Court last December the company was given exactly one year to disaffiliate with its 28 local exhibitor partners throughout the country.

With the exception of one relatively small operation in Salinas, Cal., all of the company's joint owernships still are in existence despite the fact that agreements in principle had been reached with numerous partners. Holding up consummation of the deals is said to be the insistence by the part-

(*Continued on page 6*)

Para. Shifts Offices Here

Paramount has completed the physical separation of its theatre and production-distribution departments at the home office with United Paramount Theatres, as it will be known on Jan. 1, having taken over the entire 12th floor and Paramount Pictures occupying the sixth to the 11th floors.

Morris Simpson, studio comptroller,

(*Continued on page 6*)

Two Million-Dollar Tennessee Houses

KNOXVILLE, Oct. 23.—Plans have been completed for the construction of a new $1,000,000 theatre on the site of the old Lyric here, according to R. B. Kincey of Wilby-Kincey Theatres. Construction is, however, dependent upon approval of the U. S. District Court of New York. Meanwhile in Nashville, construction of the new Crescent Amusement's theatre in the Warner Building is scheduled to begin Dec. 1, according to R. E. Baulch, president of Crescent. The new house will seat 2,400 and will cost about $1,000,000.

Trade Practices, Theatre Video, Drive-ins, Taxes on Allied Agenda

MINNEAPOLIS, Oct. 23.—*A basic nine-point agenda has been prepared for the three-day 16th annual Allied States Association convention, which will get underway tomorrow at the Hotel Nicollet here, as follows:*

1. Television, including eye-witness reports on the large screen telecasts of the world's series in several cities.
2. Box-office promotions with reports on the results to date of the Baltimore plan and the Iowa-Nebraska campaign.
3. Drive-ins and the need for servicing them through the existing exhibitor associations; also the effect on closed-in theatres.
4. Flat rental selling. Check-up on the commitments made by various distributors to the Allied committee last winter; decision whether the committee should renew its efforts.
5. Feasibility of employing an insurance analyst to study conditions in the several Allied territories with a view to securing rate reductions.
6. Progress in theatre divorcement with special reference to the trend toward consent decrees and delay. Also, use of unfair trade practice provisions by the distributors, especially competitive bidding and the forcing of pictures.
7. Print shortage; what is being done about it and what can be done.
8. Box-office performance of pictures, by the Allied Caravan.
9. Taxes and legislation. (These topics may be included in the discussion of the public relations program.)

Personal Mention

ROBERT S. BENJAMIN, president of the American J. Arthur Rank Organization, has returned here from London.

•

RICHARD F. WALSH, IATSE international president, who spoke over the Mutual network at the weekend in behalf of the U. S. Senatorial candidacy of HERBERT H. LEHMAN, will address the Oct. 27 Madison Square Garden rally for the same candidate.

•

RUBE JACKTER, assistant general sales manager of Columbia, celebrated his 25th anniversary with the company at the weekend. His colleagues gave him a party at the home office.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, H. M. RICHEY, his assistant, and GEORGE MURPHY are due in Minneapolis today to attend the national Allied convention.

•

WILLIAM M. SHIRLEY, Columbia special representative now in New Orleans, has been named an honorary Colonel by Louisiana's Gov. Earl K. Long.

•

DR. LOYD A. JONES, ADOLPH STUBER and DR. CYRIL J. STAUD, Eastman Kodak executives, have been elected fellows of the Photographic Society of America.

•

B. G. KRANZE, Film Classics sales vice-president, and JACK LUTZNER, division manager, were in New Orleans from New York.

•

ADA BANKS, general manager of American-European Film Industries, and of Scoop Pictures, will return here today from the Coast.

•

LOUIS B. MAYER and MRS. MAYER, accompanied by HOWARD STRICKLING, left here over the weekend for Miami. Strickling is due back today.

•

OSCAR MORGAN, Paramount short subjects sales manager, will leave here tonight for Chicago.

•

NORMAN MORAY, Warner short subjects head, is in Hollywood from New York.

•

EZRA STERN, Los Angeles attorney, is here from the Coast.

•

ERIC A. JOHNSTON is expected in New York from London on Friday.

•

ARTHUR B. KRIM will return to New York from Europe in two weeks.

Paramount to Screen UN on TV Today

The New York Paramount Theatre today will televise on its regular screen a 15-minute sequence of the United Nations ceremonies at which President Truman will lay the cornerstone of the new UN building here. The full ceremonies will be televised on all video networks, with Columbia Broadcasting covering for a TV "pool."

Tradewise . . .

By SHERWIN KANE

REPORTS from both exhibitor and distributor sources in the Midwest indicate that there is a widespread decline of interest in competitive bidding, with the Chicago territory as the only exception.

Exhibitors who engaged in competitive bidding a year ago in the Central territory relate that they either are not submitting bids now, or do so only on exceptional pictures.

The exhibitors' reports are borne out by a number of Midwest branch managers who state without qualification that there is less bidding in their territories today than there was a year ago. Chicago is the exception because of the Federal mandate there in the Bigelow (Jackson Park) case which makes competitive bidding an advisable sales procedure in a difficult local situation.

As a matter of fact, the Bigelow decree had much to do with the spread of competitive bidding in the Midwest last year. Numerous Chicago exhibitors, and some distributors, found the new conditions prevailing in the city to their liking. The bulk of the product was, and is, being turned over to the neighborhood pre-release houses with revenue possibilities virtually untapped after two-week engagements in the Loop. Consequently, subsequent runs improved their position all along the line and used the increased revenue, in many instances, for competitive bids which proved profitable for distributors as well as theatres.

• •

It was natural that exhibitors, and some distributors, in neighboring exchange areas exposed to the contagion, would become enthusiastic about the Chicago situation and would wish to sample some of the ingredients themselves. With a number of companies committed to a policy of making competitive bidding available wherever it was requested by exhibitors, the sampling process was free to spread. And spread it did.

Now the reaction has set in and, it would appear, bidding is on the decline. The reasons advanced for the reversal are numerous but it seems logical to believe that many Midwestern exhibitors simply were deluded by what was transpiring in Chicago, with its large number of theatres of all types. What would work there wouldn't necessarily work in cities with wholly dissimilar exhibition setups.

The Midwestern experience with competitive bidding—its advance and now its indicated decline—may have in it some significance which might be worth investigation and study by those exhibitors in other sections of the country who appear to be so exercised at the moment over competitive bidding.

It is just possible that the point about the decline of bidding in the Midwest is not why it was arrested but that it was.

Irrespective of other factors, there can be no competitive bidding if there are no bidders.

It may seem glib and far too simple a solution for those who are opposed to bidding to be asked why they don't stop bidding. Of course, no one wants to permit outstanding product, an established run, local prestige and all the rest to go to a competitor by default. But such things don't happen overnight if the theatre's standing is firmly established to begin with. And if bidding is inherently wrong, in principle or in method, its sting will be felt by those who engage in it as well as by those who do not.

• •

This is not to suggest collusion among exhibitors to abstain from bidding. It is simply a reminder that unless exhibitors ask for it and engage in it there is no foisting it upon them. There is no reason to believe that exhibitor collusion had anything to do with the apparent decline of bidding in the Midwest. It is more reasonable to assume that exhibitors there simply found it wanting after trying it, and so lost interest in it.

The process may take a little longer elsewhere, but it will not alter the fact that it is exhibitors, not distributors, who make bidding possible in the first instance, and make it possible to continue it thereafter.

Like so many other trade disputes, the genesis of this one is with exhibitors. Like it or not, the distributor finds himself in the middle. He probably gets no more revenue for his product through bidding than he would through any other sales policy. The only discernible advantage to the distributor of bidding is that in an occasional difficult situation it aids him in not running afoul of a difficult law imposed upon him.

Newsreel Parade

YUGOSLAVIA being voted into the UN and the squabble between the Navy and Army Air Force mark current newsreel headlines. Other items include social notes, sports, and fashions. Complete contents follow:

MOVIETONE NEWS, No. 85—Navy-Air Force feud reaches a climax at Congressional bearings. UN council votes on Yugoslavia. Lumber ship afire at sea. Pandit Nehru honored. Gen. MacArthur host to Gen. Collins. Lowell Thomas back from Tibet. Muscle men. All-girl rodeo.

NEWS OF THE DAY, No. 215—Yugoslavia wins UN seat. Columbia honors Nehru. Marquis Milford-Haven romance. Calf-roping contest. New glamour styles. Air and Army chiefs denounce Navy charges.

PARAMOUNT NEWS, No. 18—Yugoslavia wins UN seat. Beach fashions. B-36 rebuttal. Football: day and night.

TELENEWS DIGEST, No. 43-B—Yugoslavia's army prepared. Ilse Koch rearrested. Atomic defense. Yehudi Menubin in Berlin concert. Tennis. Baseball.

UNIVERSAL NEWSREEL, No. 293—Air vs. Navy on U. S. defense. U. S. soldiers man Alaskan outposts. Yugoslavia admited to UN. Girls' rodeo. Football.

WARNER PATHE NEWS, No. 20—B-36 hearing. UN votes in Yugoslavia. British society: Marquis Haven-Simpson, Sarah Churchill, Winston Churchill. Baseball. Football.

David Garber Joins Kingswood Films

David S. Garber has been elected vice-president and general manager of Kingswood Films, Inc., which is about to begin studio rental and film financing operations in Jamaica, B.W.I.

According to Garber, Jamaica was selected because "British quota films can be made there by Hollywood producers at lower cost with the use of either British or American funds."

Prior to the Kingswood appointment, Garber had been general manager of Nassour Studios in Hollywood and was an associate producer. Previously he was with Universal Pictures for 22 years, first as art director and later as studio manager.

Broadway Theatres Back 'Night of Stars'

Presentation houses on Broadway will participate in the 16th annual "Night of Stars" benefit show, which will take place at Madison Square Garden on Nov. 14, it is announced by James Sauter, chairman of the producing committee. Theatres sending their "live" shows to the "Night of Stars" include the Paramount, Strand, Capitol, Roxy and Radio City Music Hall.

Proceeds will go to the United Jewish Appeal to help further its program.

Reopens with 'Jolson'

NEW ORLEANS, Oct. 23.—John V. Dostal, city manager for RKO, reports that the newly-renovated RKO Orpheum will be completed on Wednesday for the Southern premiere of "Jolson Sings Again."

Acquires New Account

Sam Dembow, Jr., has been appointed producers' representative for the Irving Allen-Franchot Tone RKO Radio release, "The Man on the Eiffel Tower."

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6 New Films Start; Five Are Completed

HOLLYWOOD, Oct. 23.—The production tally has gained, for a total of 25. Six pictures were started, and five completed.

Started were: "Beauty on Parade," Columbia; "Young Daniel Boone," Monogram; "Mr. Music," Paramount; "Unmasked" and "Redwood Forest Trail," Republic; "Blind Spot," RKO Radio. Completed were: "Military Academy," Columbia; "Hollywood Varieties," Lippert; "Rock Island Trail" and "Twilight in the Sierras," Republic; "Outside the Wall," Universal-International.

Salute 'Red Shoes' on Its Anniversary Here

J. Arthur Rank's "The Red Shoes," said to have grossed nearly $3,000,000 in the U. S. in the past year, and approximately $750,000 in that time at the New York Bijou Theatre, was saluted on Friday at a press luncheon sponsored by Eagle-Lion, U. S. distributor, at Sardi's Restaurant here. The occasion was the picture's having run for a full year at the Bijou where it is expected to continue for several months more.

Honor guests at the luncheon were two of the film's stars, Moira Shearer and Robert Helpmann. A cabled greeting from Rank in London was read at the luncheon, which was attended by Rank Organization representatives, Eagle-Lion executives, and representatives of the press. From the two companies were: L. J. Schlaifer, Robert Benjamin, Jock Lawrence, William C. MacMillen, Jr., Jerry Dale, Milton E. Cohen, Fred Stein, Leon L. Brandt, Leo Brody, and others.

Parade to Highlight 'Battleground' Bow

A military parade down Broadway, complete with two companies of soldiers, a color guard, a 50-piece band and a detachment of WACs, will herald the invitational premiere here on Nov. 10 at the Astor Theatre of M-G-M's "Battleground." Members of the 101st Airborne Division, veterans of the Battle of Bastogne, and high-ranking Army officers will attend.

Dore Schary, who supervised the production, and William A. Wellman, the director, will be on hand, from Hollywood.

'Pinky' Scores on Coast

HOLLYWOOD, Oct. 23.—About 300 persons were in line when "Pinky" opened at 8:30 A.M. Friday at Loew's State. By noon the house had grossed $800, against $300 for "I Was a Male War Bride" for the same period. The campaign followed the pattern of the New York build-up with numerous spot announcements and personal appearances by Jeanne Crain.

Raibourn in Video Talk

Paul Raibourn, vice-president of Paramount and president of Paramount Television Productions, will addres the dinner-meeting of the American Television Society at the Park Sheraton Hotel here tomorrow evening. His subject will be "Television, Now and Hereafter."

Reviews

"That Forsyte Woman"

(M-G-M)

JOHN GALSWORTHY'S ambitious novel of the Forsyte family has been turned into a production of lavish proportions. With London of the 1880's the background, Technicolor is especially effective in capturing the richness of settings and diversity of costumes.

Greer Garson has a role of great emotional strength as she is buffeted from one romantic disappointment to another, finally to discover happiness. This account of love and suffering, of pride and prejudice, is supported by a cast of superb skill and drawing power. In addition to Miss Garson, there are Errol Flynn, Walter Pidgeon, Robert Young and Janet Leigh. The box-office appeal of a picture of such assets is obvious. Structurally, however, the picture, which runs 114 minutes, shows an occasional tendency to drift into static moments. This would suggest that the total effect could be enhanced by sharper editing and a tighter script.

The Forsytes are an upper, middle-class family, snobbish, money-conscious and insular. Miss Garson becomes a member of the clan when she finally yields to Flynn's persistent requests for her hand in marriage. While she liked Flynn, Miss Garson never really did love her mercenary husband, and in time, obscured conflicts reveal themselves more forcibly.

In the meantime, the youngest member of the clan, gay and coy Miss Leigh falls in love with a young Bohemian architect, Robert Young. As the two are on the road to marriage, Young meets and falls in love with none other than Miss Garson. The dramatic involvements of the story are further deepened by the introduction of Pidgeon, also a Forsyte, the father of Miss Leigh, and a family outcast. Presently Pidgeon begins to worship Miss Garson, but discreetly and from afar.

It is to be said in praise of Compton Bennett's direction that these romantic cross-currents are handled very well. Under lesser hands, the story easily could have been lost in tangled confusion. As it is, it emerges with clarity. The screenplay, which Jan Lustig, Ivan Tors and James B. Williams have fashioned, from book one of Galsworthy's "The Forsyte Saga," moves to a climax as Young is killed in an accident and Miss Garson is consequently divorced from Flynn. The fate of the emotionally upset Miss Leigh is left unanswered. But when the story lifts its curtain five years later, Miss Garson and Pidgeon are happily married. Acting by the principals is on a top level, all giving powerful portrayals. Producer Leon Gordon has made the Forsyte chronicle into an impressive picture.

Running time, 114 minutes. Adult audience classification. Release date, Nov. 11.

MANDEL HERBSTMAN

"Alias the Champ"

(Republic)

A GOOD show for sports fans, particularly wrestling enthusiasts, "Alias the Champ" also features some ring names to give showmen material for an exploitation job.

The story line is of little consequence for it is a routine melodrama of an underworld syndicate attempting to get control of wrestling in Los Angeles, but it does serve to tie together some excellent scenes of the ring. Further, the picture introduces to the screen Gorgeous George, that colorful West Coast mauler whose reputation as a wrestler is exceeded only by the national publicity he has received for his golden, marcelled hair, his wardrobe and his valet, who always accompanies him into the ring. Once fighting, though, the picture gives him ample opportunity to display the prowess which has made him a top-flight attraction.

Heading the cast is Robert Rockwell, as a police official seeking to keep wrestling clean; Barbara Fuller as a night club entertainer who involves Gorgeous George in a murder, and Audrey Long, the fighter's manager. The picture also brings to the screen such wrestling personalities as Bomber Kulkovich, Billy Varga, Bobby Manogoff, George Temple, Super Swedish Angel and Jack (Sockeye) McDonald. Stephen Auer was associate producer, George Blair directed, and the screenplay was written by Albert DeMond.

Running time, 60 minutes. General audience classification. Release date, Oct. 15.

Legion Reviews 7; 'Dolwyn' in Class B

Seven films were reviewed this week by the National Legion of Decency with three, "Masked Raiders" (RKO Radio), "Rusty's Birthday" (Col.), and "San Antone Ambush" (Republic) rated Class A-Sec. I.

Three others, "Floodtide" (E-L), "Gay Lady" (E-L) and "Satan's Cradle" (UA) were placed in Class A-Sec. II. Put in Class B was London Films' "Dolwyn."

Sees 5,600,000 TV Sets

Indications that 5,600,000 television sets will be in use by the end of next year with this figure expected to jump to 19,300,000 five years from now are contained in new market research studies conducted by General Electric.

Three-City Benefit Shows for 'Idol'

Three benefit premieres for David O. Selznick's "The Fallen Idol" will be held in Boston, Philadelphia and New York, it was announced here by Sidney G. Deneau, SRO sales vice-president.

Dates of the showings and the organizations benefitting are: Philadelphia, Nov. 16, American Women's Voluntary Service; Boston, Nov. 10, Children's Hospital; New York, Nov. 14, Prescott Neighborhood House.

Third for Paternostas

NEW ORLEANS, Oct. 23.—The new Lyric Theatre in Lake Charles, La., gives the Paternostas three houses in that city. The others are the Delta and Palace.

Former OPA Head Asks Tax Repeal

Washington, Oct. 23.—Former OPA administrator Leon Henderson added his voice to those demanding repeal of all wartime excise taxes in a speech before the American Retail Federation Conference here on Friday.

Henderson recalled that the higher war-time rates were imposed to conserve materials and manpower for the war effort, and added that "those excise taxes have no place in our peace-time economy."

MGM's Applestone Victim of Polio

Leon J. Applestone, manager of M-G-M's Singapore office, died there of polio on Oct. 13, it was disclosed in a cable received by Loew's International executives here at the weekend.

Applestone was a native of San Francisco. He joined Loew's International in 1945, following service in the Army Overseas Motion Picture Service. In 1946 he went to Manila as Metro's 16mm. manager of the Philippines, and in 1949 he was transferred to the managership of the Straits Settlements. He is survived by the widow, his mother, two sisters and two brothers.

Harold Carroll, 42, Manager for Fox

KANSAS CITY, Oct. 23.—Funeral services were held yesterday at Sedalia, Mo., for Harold D. Carroll, 42, manager of Fox Midwest's Esquire Theatre, a downtown first-run here, who died Thursday at Menorah Hospital from a heart attack.

Carroll had been with Fox Midwest for 17 years, starting as a doorman at Topeka, Kan., and had served as manager of many of the circuit's theaters. The widow and a brother, Glen, who is with Fox Midwest at Cape Girardeau, Mo., survive.

Jack D. Grant, 52

HOLLYWOOD, Oct. 23.—Jack D. Grant, 52, until recently drama editor of the *Los Angeles Mirror,* died here Thursday night. Before going to the *Mirror* Grant was an associate film producer and editor of several fan magazines. The widow survives.

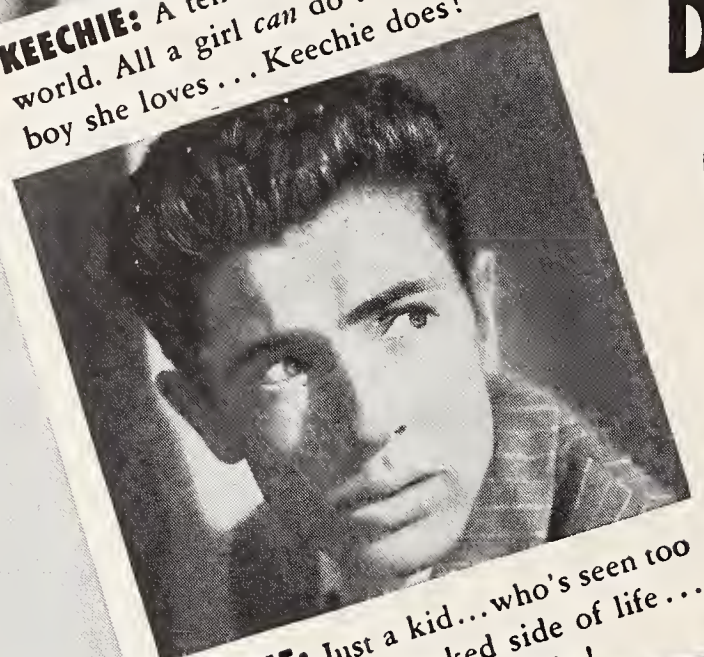
Town Sells Theatre

ALBANY, N. Y., Oct. 23.—Schoharie will have Sunday films, the Board of Trustees having adopted an ordinance after a public hearing at which no objection was made. The trustees disclosed they would sell the community-owned Schoharic Theatre to Mr. and Mrs. Joseph Burgess of Ravena, the present operators. Mrs. Burgess heads Conery Theatres and agreed to spend $25,000 improving the Schoharie. She is reported also to have promised to attempt to get fresher pictures.

Sandelman Ad Agency

DETROIT, Oct. 23.—Harold Sandelman, formerly with Broder Theatres, has started an independent theatrical advertising agency to service Detroit theatres.

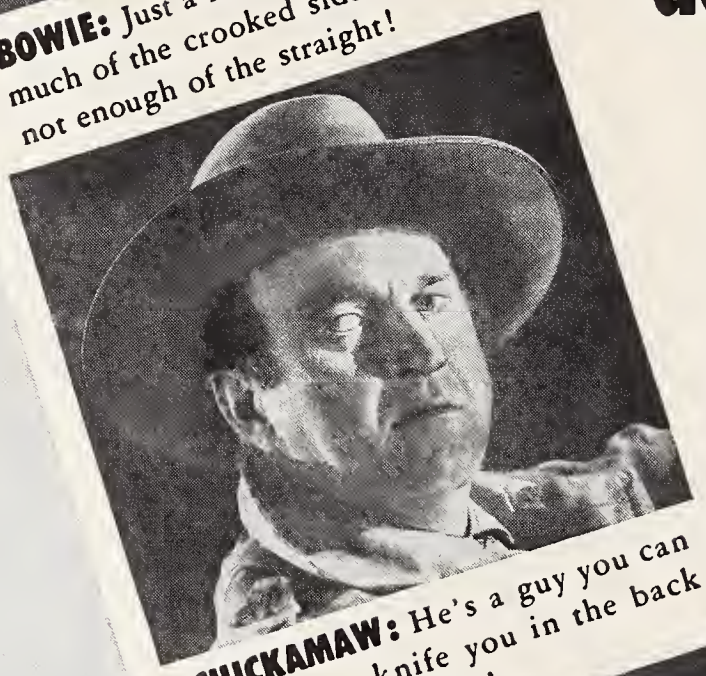
KEECHIE: A tender heart in a tough world. All a girl *can* do to help the boy she loves . . . Keechie does!



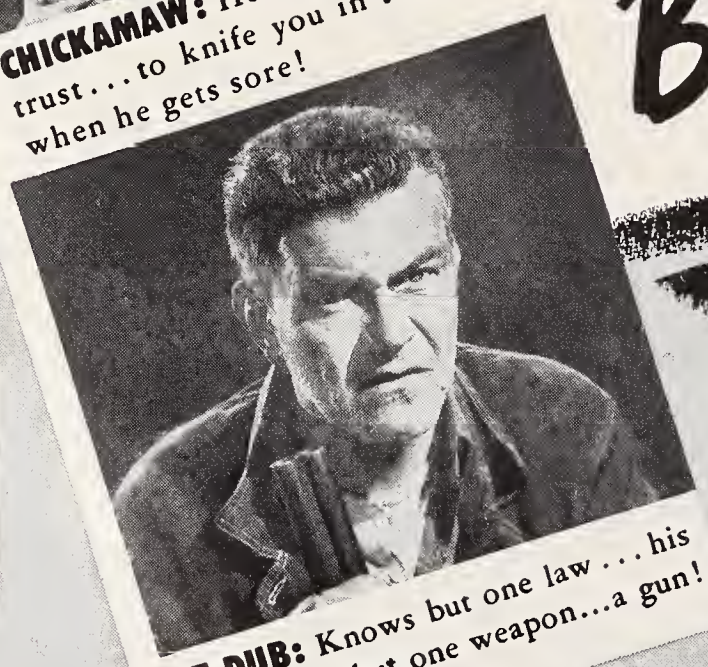
BOWIE: Just a kid . . . who's seen too much of the crooked side of life . . . not enough of the straight!

"COPS OR NO I'M GOING

Desperate teen-agers, caught up in crime, chained in their love . . . too mixed up to know their danger!



CHICKAMAW: He's a guy you can trust . . . to knife you in the back when he gets sore!



T-DUB: Knows but one law . . . his own! Has but one weapon . . . a gun!

THAT'S BOXOFFICE!

"THEY

NATIONALLY ADVERTISED
FOR YOUR BOXOFFICE
with Full Pages in
LIFE, LOOK, SATURDAY
EVENING POST and
COLLIER'S

CATHY O'DO

JAY C. FLIPPE

A DORE SCHARY Presentation • Pr

COPS THROUGH!"

LIVE BY NIGHT"

starring **FARLEY GRANGER**

ELL · HOWARD DA SILVA

with

LLIAM PHIPPS · IAN WOLFE · HELEN CRAIG

by JOHN HOUSEMAN · Directed by NICHOLAS RAY · *Screen Play by Charles Schnee*

RKO RADIO PICTURES

'Samson' Tours

(Continued from page 1)

Friday, he played a recorded greeting to the showmen from DeMille. Wilcoxon then outlined the picture's story and illustrated his talk with Kodachrome slides from the film.

Sam Rinzler, Randforce Amusement executive, observed after Wilcoxon's talk that "tours like Wilcoxon's can do a world of good in creating industry good-will." Harry Brandt, Brandt Theatres Circuit head, said the Paramount tours represented "public relations for the industry at the highest level." Others attending the luncheon, which was given by A. W. Schwalberg, Paramount sales vice-president, were:

Harold Greenberg, Adam Adams, Ben Greifer, Max Fellerman, Sam Blaskey, Frank Marshall, Harold Rinzler, Manny Frisch, Walter Reade, Jr., Jack Harris, Eugene Picker, Ben Joel, John Murphy, Sam Goodman, Fred Schwartz, J. M. Scider, Walter Higgins, Bernie Brooks, Harold Blumenthal, William Brandt, Joe Ingber, Lou Wolf, Leo Brecher, Norman Arenwald, Nat Harris, M. Lane, I. Zatkin, Leon Rosenblatt, Sam Finhorn, Julius Joelson, Harold Klein, Murray Strassberg.

Also, Sol Strassberg, Jack Hattem, Max Cohen, Lou Fischler, Jules Liggett, S. Florin, Murray Miller, Paul Behrke, William White, Arthur Wakoff, Edward Lachman, Wilbur Snaper, Don Jacocks, Henry Brown, Ted Krassner, Norman Elson, Abe Levin, Walter Brecher, S. Colbert, Bob Lane, Pete Gage, Joe Becker, Bob Coyne, Bill Tell, S. Hasanine, A. Barisch, Joseph Springer, Charles Moses and Tom Adams.

New Pickford Firm

(Continued from page 1)

three television channel applications for North Carolina pending with the Federal Communications Commission in Washington. Rogers appears on a current American Broadcasting daytime series, "Pick-A-Date," and will launch a video show on Jan. 4. Boyd is president of the Television Producers Association of Los Angeles and formerly headed the radio department of Republic Pictures on the Coast.

Para. Shifts

(Continued from page 1)

and Sidney Justin, attorney, both from the Coast, are continuing their stay here in connection with the job of taking inventory of studio and office equipment and other assets.

Meanwhile, numerous talks have been held on the sale of the entire building, which Paramount owns.

Loew's L.A. Renovation

LOS ANGELES, Oct. 23.—Complete renovation of Loew's State here will begin in mid-November in preparation for the Western premiere of M-G-M's "Battleground," scheduled for Nov. 30. The downtown house will be closed while alterations and improvements are being made.

Plans Shipping Center

DENVER, Oct. 23.—Plans for a new film shipping and inspection center at Albuquerque, N. M., have been initiated by Tom Bailey, Lippert franchise holder here, who claims that the proposed center could more effectively serve the Denver territory, as well as parts of the Dallas and Los Angeles territories.

To Release Italian Films

Salvatore Casolaro and Salvatore Billitteri, former operators of the Cinema Verdi and Cinema Dante art houses, have formed C. and B. Films to release Italian productions in this country.

Reviews

"Black Shadows"

(Eagle-Lion)

AN adventure through the African jungle is presented in documentary style in "Black Shadows." As such it has its moments of excitement. Produced and directed by Andre Cauvin in France, the film's "authenticity," with hundreds of natives running around partially nude is certain to shock most audiences. In addition, the scenes of simulated barbarism and cannibalism, filmed to the most minute detail, plus the wanton slaughter of animals, is certainly no fare for film entertainment.

The film runs about an hour and would make a better impression if some of the questionable and gory sequences were eliminated. However, this would admittedly be a difficult task since a major part of the footage contains such scenes. On the credit side are some well-photographed shots of jungle animal life and medieval customs of the natives. Repetitious dances of the savages dull the film after awhile. Jeff Corey did the narration.

Running time, 62 minutes. Adult audience classification.

"The Devil's Henchmen"

(Columbia)

WARNER BAXTER is cast as an insurance agent on the hunt for ship freight thieves. "The Devil's Henchmen" is unpretentious and modestly-budgeted, but manages to provide a number of suspenseful situations. Seymour Friedman's direction is effective and the camera succeeds in capturing the flavor of a waterfront setting.

Masquerading as a down-and-out salvager, Baxter wins the confidence of Mike Mazurki, a member of the gang. Several murders occur before the discovery is made that the leader is a supposedly senile sailor, who, together with the rest of his aides, is finally brought to justice. Mazurki's characterization brings in several comedy touches, and Baxter performs adequately. Rounding out the cast are: Mary Beth Hughes, Peggy Converse, Regis Toomey, Harry Shannon, James Flavin, Julian Rivero, and others. Rudolph Flothow produced.

Running time, 69 minutes. General audience classification.

Three-Day Allied Convention

(Continued from page 1)

industry problems and policies, additionally will mark the conclusion of a membership drive in honor of Abram F. Myers, Allied general counsel and board chairman, who is celebrating his 25th anniversary with the organization.

Myers Urges Caution

Myers, who attended the Chicago meetings with Allied president William L. Ainsworth and other Allied officers, has warned member units to "proceed with caution" in either approving or condemning the "PR" move.

With more than 500 reservations on file at the weekend, and others expected meanwhile, the convention promises to break all attendance records for the association, it was reported by Stanley D. Kane, executive counsel for North Central Allied, the unit that is playing host. NCA president Benjamin Berger was host to all members of national Allied's board at a dinner and cocktail party this evening. The board met today to hear a report by the committee which represented Allied at the Chicago "PR" conferences, but the nature of the report and its recommendations will not be known until final agreement is submitted to the board by committee members.

May Give Tentative Views

It is held possible that the board will embody its tentative views on the "PR" program in a resolution and refer it to the convention before taking final action.

"If that course is followed," according to Allied, "then this important and controversial subject can be debated in the open by a representative cross-section of exhibitors. That should be of special interest to all members and observers of the industry."

This is said to clearly indicate that the Allied board may either reject or accept, even after delegates have voiced their opinions on the "PR" program, which has been approved already by a number of other exhibitor organizations.

In addition to Depinet and Murphy, guest speakers scheduled include: William F. Rodgers, Loew's distribution vice-president; A. W. Schwalberg, Paramount general sales manager; Al Lichtman, 20th-Fox vice-president; M-G-M producer Carey Wilson; 20th-Fox distribution vice-president Andy W. Smith, Jr. Film stars scheduled to appear include: Gloria Swanson, June Haver, Chill Wills, Roy Rogers, Dale Evans, Van Heflin, Celeste Holm, Susan Hayward and Jess Barker.

Afternoon Business Sessions

During the convention sessions tomorrow, Tuesday and Wednesday, the mornings will be devoted to an inspection of equipment and other exhibits, and the afternoons will be turned over to general business sessions. Evenings will be devoted to the social side with several parties scheduled, and highlighted by the convention banquet in the Nicollet Wednesday night. A round of parties, style shows and sightseeing has been arranged for the ladies.

Berger is national convention chairman. Among other Allied officials who will be on hand in addition to the aforementioned, are: Charles Niles, Herman Blum, S. E. Samuelson, H. A. Cole, Truman Rembusch and Irving Dollinger and others.

Christmas Seal Short

A trailer produced by RKO Radio and starring Robert Young, will be made available by the National Tuberculosis Association to theatres participating in the Christmas Seal sale from Nov. 21 to Dec. 25.

Fox Split-ups

(Continued from page 1)

ner of a "closing agreement" by the Treasury Department. This amounts to official assurance that the transactions would involve minimum tax liability, either capital gains or straight income.

This consideration has resulted in repeated postponement of the dissolution of United West Coast Theatres whereby Fox West Coast and United Artists Theatre Circuit each will emerge with those theatres which they originally owned separately before having been pooled. When the split finally materializes, Fox West Coast, additionally, will buy out United's two-thirds ownership of the Chinese Theatre, Los Angeles, giving Fox West Coast full ownership.

Also hitting the tax snag at the last minute was 20th-Fox's deal to break up Principal Theatres, operating about 25 houses in Arizona and the West Coast. Under this arrangement 20th-Fox, which owns 51 per cent of the circuit, will emerge with nine houses as fully owned.

The company reportedly feels it is almost automatically entitled to considerably more time to consummate the partnership break-ups in view of the fact that Paramount, in its consent decree which followed the 20th-Fox-government pact, was given a total of three years to wind up its joint operations.

Department of Justice will be asked by 20th-Fox to agree to the time extension before application is made in U. S. District Court here.

Wilby-Kincey Shifts

ATLANTA, Oct. 23.—Staff changes by Wilby-Kincey Theatres have been announced as follows: James Bellows, assistant manager of the Lyric, Montgomery, Ala., becomes manager of the Charles in the same city; Cecil Brown, manager of the Charles, takes over the Empire, also in Montgomery, while Dunlap Henry, manager of the Empire, becomes manager of the Enzor, at Troy, Ala., succeeding James Gaylord, who will open a drive-in there.

Bien Buys Vance House

CINCINNATI, Oct. 23.—Deal has been closed by William Bien for the outright purchase of the suburban 20th Century Theatre from Willis Vance and Gordon Pape for $500,000 Bien will remodel the house and add a 500-car parking lot.

35-Cent Cut in Seat Price

PHILADELPHIA, Oct. 23.—William Goldman's State Theatre here has cut admission prices for the house's 1,000 balcony seats from 85 cents to 50 cents. The regular price remains in effect for the other 2,200 seats.

Features New Films

CHICAGO, Oct. 23.—Publication of a new daily feature, "Movie Plays in Pictures," has been initiated by the *Chicago Tribune*. Films set for early release are synopsized by a series of stills.

Drive-in Deluxe

ATLANTA, Oct. 23.—The new Tallahassee, Florida drive-in owned by the Talgar Theatre Co. of Lakeland, Fla., has opened with room for 400 cars. It is said to be the most modernly equipped in the country.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 80 NEW YORK, U. S. A., TUESDAY, OCTOBER 25, 1949 TEN CENTS

Wilson May Offer

Lower Quota For More UK Production

Cut Inevitable; Meets With Johnston Tomorrow

By PETER BURNUP

LONDON, Oct. 24.—Harold Wilson, president of the Board of Trade, is willing to discuss with Eric Johnston, Motion Picture Association of America president, the possibility of lowering Britain's 40 per cent film quota in return for an increased dollar investment in pro-

(*Continued on page 3*)

London, Oct. 24.—J. Arthur Rank will propose to Eric Johnston tonight that the Anglo-American Film Advisory Council meet here in two months when the currency devaluation situation possibly will be ironed out.

Johnston indicated his reply to the proposal will have to be entirely noncommittal.

20th Weighs Foreign Field

Appraisal of 20th Century-Fox theatre properties abroad with a view toward further expansion where feasible will be undertaken beginning next month by Joseph Schenck, studio executive, and Charles P. Skouras, president of the 20th-Fox subsidiary, National Theatres.

Schenck is slated for an extensive tour of South America where he also is expected to study production pos-

(*Continued on page 3*)

SPG-Sopeg Vote Contract Acceptance

The long-pending threat of an industry strike was averted at the weekend when the membership of both the Eastern Screen Publicists Guild and the Screen Office and Professional Employes Guild voted overwhelmingly to accept the contract proposals of-

(*Continued on page 2*)

'Outlaw' Gets PCA Seal Reinstatement

The MPAA issued here yesterday the following statement:

"The Production Code Administration of the Motion Picture Association of America has reinstated the certificate of aproval for 'The Outlaw,' following a screening of the picture in the form in which it is to be released by RKO Radio Pictures, Inc."

Promote Iannuzzi, Williamson and Neel

Ben Kalmenson, Warner sales vice-president, has made three promotional changes in the sales force.

W. O. (Ollie) Williamson, Jr., was raised from Atlanta branch manager to Southeastern district manager, with headquarters in Atlanta, succeeding John Kirby, who was recently promoted to Southern division sales manager with headquarters in New York. Williamson will have supervision over Charlotte, Atlanta, Jacksonville and New Orleans.

Williamson started with Warners as

(*Continued on page 2*)

$1,768,550 9-Month Technicolor Profit

Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., yesterday reported here that the company's estimated net profit for the nine months ended Sept. 30, is $1,768,550. This is an increase of $491,650

(*Continued on page 3*)

ALLIED APPROVES 'P. R.' PROGRAM

Int'l Variety Meet Opens in NY Today

International Variety tent representatives from 37 cities, including Canada, Mexico and Great Britain, will convene at the Hotel Astor here today for the three days of conferences. The parley will be the third mid-year conference of Variety.

There will be five business sessions, theatre entertainment for delegates and guests, open forums and a banquet Thursday evening. International chief barker R. J. O'Donnell will preside.

On the agenda for the business meetings are a discussion of the industry's Chicago public relations program, with vote on ratification; a report on the first four months' operations of the Variety Hospital at Saranac Lake; reports from all international officers; committee reports on the Variety's "Heart Awards" scholarships in Phillips Exeter College, and a final report on the agreement with AGVA.

Max A. Cohen, chief barker of New

(*Continued on page 2*)

Injunction Denied AGVA in AFM Row

Deploring the inability of the American Guild of Variety Artists and American Federation of Musicians to dispose of their dispute out of court, New York Supreme ourt Justice Samuel H. Hofstadter yesterday denied

(*Continued on page 2*)

Board Reverses Self After Rejecting It; Okays One-Year Test

MINNEAPOLIS, Oct. 24. — After voting on Saturday against participation in the industry public relations program, Allied States' board of directors reversed itself at the end of two long, stormy sessions yesterday and agreed to go along with the project for a one-year trial period.

Meeting for two days in advance of the opening of the Allied States convention here today, the board devoted so much time to the public relations issue that all other matters on the agenda were put over for consideration by the convention and action by the board at its next meeting in January.

Those supporting Allied's participation in the all-industry public relations effort were W. L. Ainsworth, Allied president; Abram F. Myers, chairman and general counsel; Jack Kirsch, Edward Lachman, Charles Niles, Trueman Rembusch and Martin Smith. Leading the opposition was Sidney Samuelson, general manager of Allied

(*Continued on page 3*)

W. Ainsworth Opens Meet

MINNEAPOLIS, Oct. 24.—Allied's Victory convention opened here this afternoon with prominent members calling for a new fight against compulsory advanced admission prices and other practices alleged to be against court decrees.

The principal Allied States Association speakers held the attention of 400 exhibitor delegates, reported to be a record number, not so much by

(*Continued on page 3*)

Sullivan Says TOA Seeks Theatre Video

CHARLOTTE, Oct. 24.—Before some 400 delegates attending the two-day convention of the Theatre Owners of North and South Carolina at the local Hotel Charlotte, Gael Sullivan, executive director of the Theatre Owners of America disclosed that the TOA is

(*Continued on page 3*)

Allied's Approval Assures Formation Of 'P. R.' Organization Next Month

Establishment of a permanent all-industry public relations organization was assured with the approval of the project by the Allied States board of directors in Minneapolis on Sunday.

The Chicago conference last August voted to proceed with formation of a permanent organization if the constituent groups represented at that meeting approved the project unanimously by Nov. 1. Allied is the eighth organization to vote approval. The Motion Picture Association of America and Variety Clubs International, participants in the Chicago meeting, have yet to act. However, their approvals are being taken for granted inasmuch as their principals have endorsed the project without qualification.

Variety Clubs probably will vote approval at their mid-year convention opening here today. MPAA may vote following Eric Johnston's return from Europe on Friday, providing that organization's formal action is regarded as necessary. Its informal approval already has been given.

The Canadian industry, also represented at the Chicago conference, voted to set up its own organization but its approval was not essential to carrying out the U. S. industry's program.

Ned E. Depinet, chairman of the conference committee, now is scheduled to set a date for a meeting in Washington next month of the committee to proceed with the establishment of the permanent organization.

NT's Skouras Named 'Man of the Year'

Hollywood, Oct. 24.—Beverly Hills B'nai B'rith Lodge has named Charles P. Skouras "Man of the Year" and has scheduled a testimonial dinner for the head of National Theatres on March 4 at the Ambassador Hotel here.

Realart Meet Marks 70-Feature Year

Marking its second year of operation, during which more than 50 features and six Westerns were released through franchise holders and 14 through other channels, Realart Pictures will open its national convention at the Warwick Hotel here today. Budd Rogers, distribution vice-president, will preside at the parley, which will run through tomorrow.

Other home office executives who will attend are: Jack Broder, Norman Eisenstein, Carroll Puciato and William Schulman. Franchise holders and field executives who will attend are: John Mangham, Joe Levine, Joe Wolf, Scott Lett, Max Roth, Charles Lindau, Lee Goldberg, Jay Goldberg, Joseph Bohn, Robert Snyder, Emanuel Stutz, John Franconi, Clair Hilgers, Tom Smiley.

Also, Jack Zide, Irving Levin, Charles Kranz, Donald Swartz, Jerry Jernigan, Ernest Landaiche, Moe Kerman, Joe Felder, Sherman Krellberg, Carr Scott, Nelson Wax, Bert Stearn, Milton Brauman, Dave Brown, Hymie Wheeler, George Phillips, N. P. Jacobs, Bernie Mills, Myron Mills, Jack Berkson and Lou Ramm.

James Clark Again Heads Film Carriers

BOSTON, Oct. 24.—James P. Clark of Philadelphia has been reelected chairman of National Film Carriers at the carriers conference held at the Hotel Statler here. The conference was part of the national convention of the American Truckers Association.

The film carriers agreed that no radical changes in film trucks are needed for 1950.

SPG-Sopeg Vote

(*Continued from page* 1)

fered by the companies. Official signing of the contract is expected shortly.

The contract formula was worked out at a meeting of union and company officials in the offices of the Federal Mediation and Conciliation Service.

Both contracts, effective as of Oct. 21, will run for two years. Provisions of the SPG contract are basically the same as the old one, with an added provision that job inequities be arbitrated through the American Arbitration Association.

Additions to the Sopeg contract provide for a $30 minimum for four clerical grades previously below that figure, plus increases up to 10 per cent in several lower wage categories.

Personal Mention

JACK SCHLAIFER, Eagle-Lion general sales manager, left here yesterday for the Coast.

•

BERT SANFORD, ABC Vending Corp. general sales manager, is at St. Clare's Extension Hospital here for major surgery on both eyes.

•

JOSEPH S. HUMMEL, Warner Brothers' International vice-president, arrived in New York yesterday from Paris.

•

SID MESIBOV, Paramount exploitation manager, left here last night for Boston and Buffalo.

•

HARRY M. POPKIN and SAMUEL STIEFEL left here for Hollywood yesterday after a three-week stay.

•

WILL H. HAYS is due to return here today from Indiana.

GEORGE SCHAEFER left here by plane yesterday for London and the Continent.

•

N. P. JACOBS, president of Favorite Films of California, MRS. JACOBS and daughter MARILYN have arrived in New York from San Francisco. JACOBS will attend Realart's sales meeting.

•

ROBERT M. GILLHAM, Eastern advertising-publicity director for the Selznick Releasing Organization, is in Chicago.

•

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, is due back in New York from the Coast this week.

•

GEORGE JESSEL, 20th Century-Fox producer, will arrive here tomorrow from the Coast.

'Cantinflas' Plans Pictures in English

Mexican film star Mario Moreno (Cantinflas) and his fellow executives in Mexico's Posa Flms disclosed here yesterday the former's intention to make one picture a year in English. First may be produced in conjunction with Sir Alexander Korda and American actor Cary Grant, both having expressed interest in adapting "Don Quixote" to the screen, he said.

Posa executives Santiago Reachi, Jacques Gelman and Moreno were interviewed here at the invitation of Columbia, which releases Posa product worldwide except in the U. S. However, no distribution arrangements have been set for the projected English language films, it was pointed out. Moreno, who recently arrived here after a tour of Europe, said the cast of the "Don Quixote" adaptation would be headed by Grant and himself, with filming to be done in Spain and Mexico.

Scully to Be Guest of Gulf States Allied

NEW ORLEANS, Oct. 24.—Allied Theatre Owners of the Gulf States has set its third annual convention at the Jung Hotel, New Orleans, Tuesday and Wednesday, Dec. 6-7.

W. A. Scully, general sales manager of Universal-International, has accepted an invitation to be guest speaker at the banquet to be held at the concluding event.

AGVA-AFM Row

(*Continued from page* 1)

AGVA's motion for a temporary injunction to prevent AFM president James C. Petrillo from enforcing his edict forbidding membership in AGVA to musicians. The jurist set Nov. 9 for trial of AGVA's case against AFM and Petrillo.

Int'l Variety Meet

(*Continued from page* 1)

York Variety, announced that all indications point not only to a capacity attendance but to an unusual stage presentation which will mark the induction of New York's Tent No. 35 into Variety International on Thursday evening in the Hotel Astor.

Steerman, Dane and Walsh Head Variety in Pittsburgh

PITTSBURGH, Oct. 24. — Ben Steerman, auditor for Warners, was named chief barker of Variety Club Tent, No. 1 here over the weekend. Pete Dane was named first assistant; John Walsh, second assistant; Norman Mervis, treasurer, and Al Weiblinger, secretary, CA.

C. L. Doser, I. Elmer Ecker, Joe Hillfer, Perry Nathan, Tom Troy and Bill Zeiler were named directors.

Holquin and Montes Are Mexico's Variety Delegates

MEXICO CITY, Oct. 24. — Alfred Holquin, David Selznick's Latin America manager, based here, and Luis R. Montes, prominent exhibitor who was the original chief barker, are the Variety Club of Mexico's delegates to the club's convention in New York, Oct. 25-28.

Williamson Promoted

(*Continued from page* 1)

a poster clerk in Atlanta in June, 1932. He was then advanced to booker, to salesman, to branch manager in Memphis then Kansas City, and then to Atlanta.

Ralph J. Iannuzzi has been promoted from branch manager in Charlotte to succeed Williamson in Atlanta. He started as a salesman in Charlotte in 1945 and was promoted to branch manager in 1947.

Frank Neel has been promoted from salesman in Charlotte, in which post he started in 1947, to manager of that office.

All changes will take effect on Monday, Oct. 31.

Popcorn Meet Draws Record Attendance

Chicago, Oct. 24.—Some 500 registrants, more than twice any previous attendance, were at the opening session of the fifth national and first international Popcorn Industries convention and exhibition at the Palmer House. More than 60 exhibits were on display.

A panel discussion tomorrow will deal with theatre concession operations.

Film Habits Same World Over: Power

Film habits are universal, with patrons in various countries having their individual favorites, Tyrone Power asserted here yesterday on his arrival with his wife, Linda Christian, from Europe. Power has been abroad for nearly two years, during which time he made "Prince of Foxes" and "The Black Rose" for 20th Century-Fox.

Power described working conditions abroad as very satisfactory. He said that the industry in Italy welcomes American teams there because they give "stimulus" to native conditions.

Harry Dembe, Exhibitor

Harry B. Dembe, 64 years old, of Bayonne, N. J., pioneer exhibitor, died on Saturday at New York's Beth Israel Hospital. A cousin of Sam Rhonheimer, Dembe built the million-dollar De Witt Theatre in Bayonne, which he leased and later sold to Warner Brothers. Surviving are the widow, Leah, two sons, Harvey and Edward, and two brothers, Charles and William. Funeral services will be conducted at one P.M. today at Gutterman's Funeral Parlor in Jersey City.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BETTY HUTTON - VICTOR MATURE
"RED, HOT AND BLUE"
A JOHN FARROW production with
WILLIAM DEMAREST - JUNE HAVOC
IN PERSON
ERSKINE HAWKINS and his Orchestra
NELLIE LUTCHER
THE TRENIERS
STUMP & STUMPY
THE CLARK BROS.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

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New Radio Series Backs Hollywood, Hits Press

A spirited defense of Hollywood and an attack on its detractors were made by George Murphy last night on the first of the "Good News from Hollywood" air series heard on WMGM here and other independent stations in major U. S. and Canadian cities. Murphy is master of ceremonies on the transcribed programs, which run 15 minutes and are scheduled three times weekly.

Following an interview with Ava Gardner, Murphy offered a "Mail Bag" feature in which, answering letters from the public, he defended the character of persons associated with films and criticized certain newspapers for underscoring the "Hollywood angle." He gave for example the treatment given a West Coast murder story by some sections of the press which headlined that a "Hollywood writer" was involved, whereas, actually the person so identified was not even known at any of the studios.

Among others slated to be interviewed by Murphy on the series are: Dore Schary, Walt Disney, Clarence Brown, George Sidney, Carey Wilson, Eddie Cantor, Louis Stone, Van Heflin, Walter Pidgeon and Charles Coburn.

MGM Business Up In 27 Foreign Areas

Twenty-seven M-G-M offices abroad have exceeded their sales quotas for the year ended Aug. 31, reports Morton A. Spring, Loew's International vice-president.

The territories are: Argentina, Peru, Chile, Venezuela, Colombia, France, Hong Kong, British West Indies, Italy, Israel, Spain, Finland, Cuba, Puerto Rico, Uruguay, Philippine Islands, Indo-China, Egypt, Siam, Sweden, Lebanon, Straits Settlements, South Africa, Denmark, Brazil, Norway and Panama.

Berger Calls Special NCA Board Meeting

Minneapolis, Oct. 24.—Benjamin N. Berger, president, took advantage of the presence here of members of the board of directors of North Central Allied for the national convention and called a special NCA board meeting. For two hours the board discussed the allocation of fees in the Ascap case and related subjects and generally covered topics on the agenda of the national convention. According to Stanley D. Kane, executive counsel, no action of any kind was taken.

Lower UK Quota

(*Continued from page* 1)

duction here by American companies, it is authoritatively understood.

Johnston, who arrived here from the Continent late Saturday, is tentatively scheduled to meet with Wilson at luncheon on Wednesday. Although both principals regard the luncheon meeting as entirely unofficial it is known that Wilson is now prepared to accept the proposition that a lower quota percentage must be laid down. Therefore, it is generally believed that his meeting with Johnston will be the occasion for discussion of how much and under what terms the quota shall be reduced.

Johnston and his assistant, Edward Cheyfitz, who accompanied him here, had weekend meetings with F. W. Allport of MPAA's London office and conferred today with London managers of American companies. He will have dinner tonight with J. Arthur Rank, Sir Henry French, Sir Philip Warter and John Davis. A meeting when convenient, possibly tonight, also is being arranged with Rupert Somervell, Board of Trade film officer.

A meeting with Sir Alexander King tomorrow is dependent upon ECA engagements made for Johnston. He reiterated today that his business is primarily if not exclusively the fulfillment of his ECA mission, with film affairs being only incidental thereto.

He plans to leave here for New York by plane on Thursday.

20th-Fox

(*Continued from page* 1)

sibilities. Skouras will survey Europe, possibly accompanied by Elmer C. Rhoden, president of Fox Midwest, and F. H. Ricketson, head of Fox Inter-Mountain.

Technicolor Profit

(*Continued from page* 1)

over the $1,276,900 recorded for the corresponding period of 1948.

Net for the 1949 nine months is equivalent to $1.92 per share of common stock, against $1.39 per share for the nine months of last year.

Consolidated net, after taxes, for the quarter ended Sept. 30, is estimated by Kalmus at $620,830, equivalent to 67 cents per share.

Seeks Theatre Video

(*Continued from page* 1)

seeking ways to use television in motion picture theatres. He said that experiments in theatre television indicate that the incorporation of television events with a regular picture program offers a new and valuable service to the theatre-going public.

Sam Pinanski, TOA president, and Herman Levy, general counsel, addressed the closing session today. Alfred Starr, head of the Bijou Amusement Co., Nashville, spoke on exhibitor-distributor relations and deplored competitive bidding when it is used to boost film rentals. J. B. Harvey, president, presided.

Opens Allied Meet

(*Continued from page* 1)

hailing what were described as the organization's victories in divorcement of theatres from major producing-distributing firms and the court ban on Ascap theatre collections, but by warning of present problems.

Benjamin N. Berger, president of North Central Allied and chairman of the national convention committee, introduced the first speaker, William L. Ainsworth, Allied president, who said, "No year has been so full of sensational happenings for Allied."

He cited the promise of divorcement within 18 months, the Ascap collection ban and the exhibitors' right to buy film without one being conditioned on another. "We have come from insecurity to security," he declared.

Berger gave a keynote address, in which he recounted the history of the divorcement struggle began by Allied 20 years ago. "We are on guard," he said. "We shall make every effort to put some one in jail for violating Supreme Court decisions."

Nathan Yamins, national director of the Independent Exhibitors of New England, spoke on "Getting Around the Law" and a spirited discussion ensued. The meeting ran more than half an hour over the scheduled five o'clock closing as a number of delegates demanded a firm stand and action on advanced admissions and alleged divorcement deals by Schine, Griffith and Crescent circuits said to be outside the spirit of the court decrees."

Yamins charged that Columbia had asked 60 per cent for "Jolson Sings Again" as a device to make the exhibitor increase admissions.

(Yamins read from yesterday's Motion Picture Daily a part of a page one box reporting George Skouras' suggestion that "Samson and Delilah" deserves increased admissions.)

Other speakers expressed fear of a whole wave of demands on the exhibitor to increase admissions. Abram F. Myers, general counsel, pointed out that detailed facts, supported by affidavits, were needed to back up any protests on admissions or alleged improper disposition of theatres in divorcement proceedings.

Guest speakers at the opening session were Carey Wilson, M-G-M producer, on "How a Motion Picture Is Born," and Rodney Luther, lecturer in marketing at the School of Business Administration, University of Minnesota, who gave a detailed study of drive-in theatre audiences.

Allied Approves 'PR'

(*Continued from page* 1)

of Eastern Pennsylvania.

After a four-hour session on Saturday Samuelson had a comfortable majority in his corner to carry the vote against Allied's participation in the industry program. It appeared that the convention would be told at its opening that the organization was taking a firm stand against working, even within limited grounds, with other elements of the business.

On Sunday the board met again for two hours in the morning and nearly four hours in the afternoon to reconsider its action. The arrival of two additional board members, and arguments by Ainsworth and Myers eventually won the board's approval with but one dissenting vote.

The board is empowered to act for the organization so that, while the public relations question may be discussed on the floor of the convention subsequently, the board's action is final.

It is one of the few times in Allied's 20-year history and the first time in recent years that the organization has agreed to participate in broad industry projects. The subject will be reviewed at the board meeting prior to the 1950 convention.

In voting its approval, Allied reserved the right to take any action it deems necessary "in the interest of its members and in carrying out its purposes as set forth in the constitution, anything in the public relations program to the contrary notwithstanding."

Allied also does not think a large and expensive public relations organization is needed or would be in the best interests of the industry. "We are interested only in promoting cooperation and understanding among participating organizations in the public relations field, not in setting up a motion picture bureaucracy or in creating jobs," the Allied committee's report stated.

The board discussed means to raise $25,000 to $50,000 to pay legal expenses incurred in the Ascap fight. It was recommended that each exhibitor pay as his share one-half of what would have been his Ascap annual assessment.

Ainsworth will continue as Allied's representative on the industry conference committee until the 1950 annual Allied board meeting. At that time his actions in the public relations program and general results will be reviewed and Allied's future course set.

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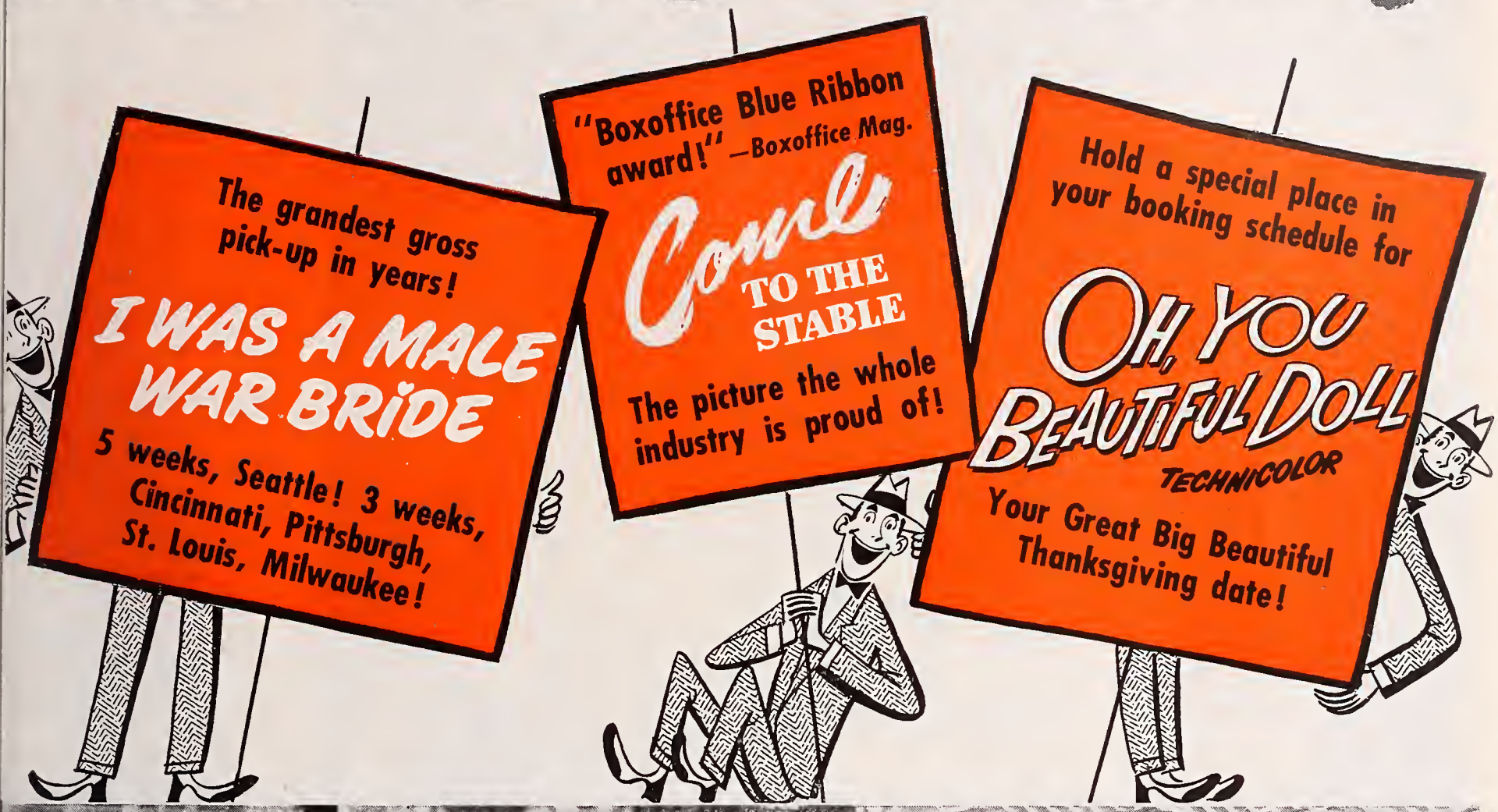

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FIRST IN FILM NEWS

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VOL. 66. NO. 81 NEW YORK, U. S. A., WEDNESDAY, OCTOBER 26, 1949 TEN CENTS

U-I Heading For Record of Recent Years

Sets 18 for Next Six Months; Year's Aim 36

Universal-International will release 18 films during the next six months, the company's largest release program in recent years, it was announced here yesterday by W. A. Scully, U-I sales vice-president. It is understood the company is heading for 36 productions for the season, an increase of seven over the 29 of the past year. The release schedule, representing films from U-I and the J. Arthur Rank Organization, was set at a series of meetings at the U-I studios which began last Friday between Scully and other company executives.

Thirteen of the pictures will come from U-I, four from Rank, and one was produced in Australia. Of the 13 to come from U-I, all but one have been completed.

"This slate of 18 pictures will have the most intensive advertising and exploitation campaign in the company's

(*Continued on page 2*)

UA's New Financing Plans Progressing

Discussions looking to the provision of new financing for producers releasing through United Artists are continuing to make progress but no deal could be concluded in less than a week or two from now, U. A. officials said yesterday in commenting on reports that a new financing arrangement has been or is about to be consummated.

"If and when a deal is closed we will be happy to make such an announcement," one company official said.

Goldman Becomes U-I Milwaukee Manager

David Goldman, salesman in the Universal-International Milwaukee exchange, has been promoted to the post of branch manager there, succeeding the late John F. (Jack) Bannan.

Goldman started with Universal as a salesman in Chicago in 1945 and then was transferred to Milwaukee. He has been acting manager since the death of Bannan a few weeks ago.

Can't Meet Deadline, RKO Also Will Seek More Time for Partner Splits

RKO will seek an amendment to its trust suit consent decree which would give the company "maximum" additional time beyond the present Nov. 8 deadline for dissolving its partnerships with exhibitor affiliates.

A company executive said yesterday that only a few months more will be needed to split with most joint owners but "substantially more than that" will be required in the case of Trenton-New Brunswick Theatres where the partner is Walter Reade. He said that efforts to negotiate deals will continue but doubtless cannot be concluded by Nov. 8.

RKO intends to ask Department of Justice approval of the extension before application is made to U. S. District Court here.

That 20th Century-Fox will ask more time for its partnership break-ups was reported by *Motion Picture Daily* on Monday. That company's deadline, under an agreement with the Justice Department, is Dec. 20.

TOA Opens Trade Code Meeting Today

Eastern members of the Theatre Owners of America's exhibitor-distributor relations committee today will hold at New York's Hotel Astor the first of the committee's preliminary planning conferences looking toward the preparation of an agenda for meetings later with distributors on the proposed formation of a trade practice code. Walter Reade, Jr., chairman of the committee, indicated yesterday that today's meeting will tackle its task "cold," and begin laying the foundation for an ultimate agenda.

Today's meeting will be TOA's first definite step toward formation of a trade practice code. The committee was directed by the TOA national convention in Los Angeles last month to meet with distribution representatives to set up a code. Some of the trade practices viewed as requiring regulatory action are clearances, bidding and availabilities. It is intended also to establish an arbitration tribunal for the airing of exhibitor-distributor complaints and grievances, operating under a "fair trade code."

Johnston Sidesteps Council Meet Idea; Sees Wilson Today

LONDON, Oct. 25.—Motion Picture Association of America president Eric Johnston, as expected, parried suggestions that a meeting of the Anglo-American Film Advisory Council be held here in the near future by maintaining that it is a matter which must have the consideration of Barney Balaban and Nicholas M. Schenck, his colleagues on the council.

The suggestion for the meeting was made by Sir Henry French, president of the British Film Producers Association, a British member of the council, at a dinner attended by Johnston, J. Arthur Rank, Sir Philip Warter and John Davis. The meeting was said by the participants to have consisted of an "amiable, roving" talk, with nothing tangible emerging.

What may have been a more significant meeting was Johnston's luncheon today with Sir Alexander King and W. R. Fuller of the Cinematograph Exhibitors Association. Both

(*Continued on page 4*)

Columbia Sees Benefits To It from Divorcement

Arthur Mayer Sells Interest to Burstyn

Joseph Burstyn has acquired Arthur Mayer's stock in Mayer-Burstyn, Inc., foreign film importing corporation, which they organized in 1939.

Burstyn will continue to operate the business as its sole owner. Mayer declined to make any statement as to his future plans.

While the effect of theatre divorcement on companies such as Columbia is not yet discernible, that company believes it will be favorable eventually, Harry Cohn, Columbia president, asserts in his report to stockholders distributed this week.

Cohn's report also states that "a calm and dispassionate appraisal of the (television) field as a whole does not

(*Continued on page 4*)

Allied Assails 'Compulsory' Hiked Prices

Smith, Schwalberg Speak; Brecher Blasts Lawyers

By MARTIN QUIGLEY, JR.

MINNEAPOLIS, Oct. 25.—Compulsory admission prices, film lawyers and 20th Century-Fox and Paramount sales practices were topics of the day at Allied's convention. There was standing room only in the ball room of Hotel Nicollet and the official registration count soared to 623 men and 189 women.

Unanimously in a standing vote, the exhibitor delegates passed a resolution, first of the convention, against compulsory advanced admission prices.

Leo Brecher, president of Metropolitan Motion Picture Theatres Association, speaking as an individual, made a stinging reply to the statement at the Chicago public relations meeting in August that "the industry had become a lawyer's paradise."

Andy Smith, general sales manager of 20th-Fox, stated the company's sales policy, as reported below.

A. W. Schwalberg, Paramount dis-

(*Continued on page 4*)

20th Drafts Print Shortage Solution

MINNEAPOLIS, Oct. 25.—Twentieth Century-Fox intends to present to exhibitors in the "very near future" a plan designed to solve the print supply problem, distribution vice-president Andy W. Smith, Jr., told the Allied States convention here today. The goal, he said, is to overcome the short supply and "still remain within the bounds of economic sanity."

Meanwhile, he said, the company will continue its policy of moved-up availabilities and reduced clearances,

(*Continued on page 5*)

Variety Welcomes New Denver Tent

Pat McGee, representing the Rocky Mountain Screen Club's 230 members, presented their application for a Variety Club charter at the opening session of the mid-year conference of the Clubs in the Hotel Astor yesterday afternoon. The Rocky Mountain

(*Continued on page 5*)

Personal Mention

RUSSELL HOLMAN, Paramount Eastern production manager; ALAN JACKSON, Eastern story editor, and JOHN BYRAM, play editor, have returned here from the Coast.

•

NORTON V. RITCHEY, Monogram International president, has returned to London from Hamburg and will leave today for New York.

•

OSCAR A. MORGAN, Paramount sales manager for shorts and newsreels, has left here for Chicago and Memphis.

•

IRVING ASHER, former manager of Warner production in England, has joined Paramount as a producer.

•

HENRY WILCOXON has been admitted to New York's French Hospital for a series of examinations.

•

ALFRED N. SACK, of Sack Amusement Enterprises, Dallas, is here.

•

NAT LIEBESKIND has left here for Havana.

McEvoy Named Top Hillman Editor

Dorothea Lee McEvoy has been named editorial director of *Movieland* and *Screen Guide,* Hillman publications, by Alex L. Hillman. Although this is Miss McEvoy's first association with Hillman Periodicals, she is not new to *Screen Guide,* having served as that magazine's executive editor when it was published by Triangle Publications.

Since her former association with *Screen Guide,* Miss McEvoy has been public relations counsel for Roy Rogers and for the past year account executive for Triangle Films.

Morgan Quits Para. To Operate Theatre

Richard Morgan has resigned as Paramount home office attorney, effective on Friday, to take over operation of the Palace Theatre, Watertown, N. Y., a first-run. He has acquired the house, formerly a Schine Circuit unit, on a lease. Morgan has concerned himself with distribution affairs at Paramount. He is the son of Oscar Morgan, short subject sales chief for the same company.

Washer on His Own

Ben Washer, former Paramount publicity manager and for many years Eastern publicist for Samuel Goldwyn Productions, has returned to New York from an extended vacation in Mexico. Washer plans to enter business for himself here.

RKO's UK Chief Coming

LONDON, Oct. 25.—Joseph Vegoda, RKO Radio sales chief here, is en route to New York in the *Queen Mary* for home office conferences. The trip marks the completion of 20 years service with his company.

Colosseum to Hold Convention Nov. 26

Milwaukee, Oct. 25. — The Colosseum of Motion Picture Salesmen of America will hold its annual convention Nov. 26-27 at Kansas City.

The film salesmen's union and distributors are expected to resume shortly negotiations on salary and expense demands, the companies having decided against mediation of a moot point in the union's demands.

Equity Urges Vote On TV Talent Tilt

Observers here term "remote" the likelihood that Screen Actors and Screen Extras guilds on the one hand and five other member unions of Associated Actors and Artistes of America on the other will see eye to eye at their board meeting here today on the question of taking to an impartial mediator their dispute over the administration and organization of talent in the television field.

In anticipation of an SAG-SEG rejection of the proposal for mediation of the dispute over whether a Television Authority should supersede the guilds in the film television field, Actors Equity, one of the five pro-Authority unions, has recommended a Four-A's membership vote on the issue.

Actions vs. Dipson May Be Revised

BUFFALO, Oct. 25.—An order has been signed by Supreme Court Justice Robert E. Noonan in Batavia, dismissing present complaints in the damage action brought by Charles V. Martina, of Albion, against Dipson Theatrical Enterprises of Batavia. Dismissal of the case, begun four weeks ago, came upon the consent of Donald D. Bentley of Albion, attorney for Martina in the $450,000 action. Bentley has been granted 20 days in which to file an amended complaint.

M. P. Sales Corp. Opens 2 More Offices

SAN FRANCISCO, Oct. 25.—Motion Picture Sales Corp. has opened offices in Los Angeles and San Francisco, and will establish branches in Seattle and Portland within the next two months.

Del Goodman and Herbert Kaufman have been made district managers of the West Coast.

Peace! It's Wonderful

The new two-year labor contract between film companies and the Screen Publicists Guild and Screen Office and Professional Employes Guild has been signed by executives of both sides. The signing came 13 months after expiration of the previous contract.

Grosses Off At NY Runs

Business in the main is sluggish at New York first runs with the week's returns at many situations running from dull to average. Those spots which are drawing strong income are not sufficient in number to bring the overall average to any impressive level.

"Beyond the Forest" with a "streamlined" version of "Make Mine Manhattan" on stage is headed for a fairly prosperous first week's gross of about $48,000 at the Strand. "Red, Hot and Blue," with Erskine Hawkin's orchestra on stage, promises to give the Paramount a rather good first week's take of approximately $67,000.

'Tokyo Joe' at Capitol

"Roseanna McCoy" with Connee Boswell and Emil Coleman's orchestra on stage might reach $30,000 in a weak second week at the Capitol after drawing close to $40,000 in the first; "Tokyo Joe" will follow today. "Father Was a Fullback," with Benny Goodman's orchestra on stage at the Roxy, completed its final six days, one short of a complete second week, on Monday with an unimpressive gross of about $48,000; "Everybody Does It" opened at the Roxy yesterday.

"The Heiress" is holding up remarkably well at the Music Hall where, with a stage presentation, the third week's gross is estimated at $135,000. Also continuing at a healthy pace is "Pinky," at the Rivoli, which probably will do about $38,000 in a fourth week. "Easy Living" is under par at the Criterion with about $13,500 in prospect for a second and final week; it will be replaced today by "Abandoned."

'Ichabod' Slow at Mayfair

"Ichabod and Mr. Toad" figures to gross about $10,000 in a slow third week at the Mayfair; it will be succeeded on Saturday by "The Doctor and the Girl." "Christopher Columbus" is doing relatively good business at the Victoria where the second week's income should hit about $15,000. About $8,500 appears likely for the 53rd week of "The Red Shoes" at the Bijou and there is no room for complaint there. "The Black Book" probably will give the Globe about $10,000 in a so-so second week. "Lost Boundaries" is down to about $7,000 in a slow 17th week at the Astor.

"Jolson Sings Again" has about $20,000 in view for a 10th week at the State and the highly successful run continues. "Hamlet" is still doing profitable business at the Park Avenue which looks for about $7,000 in a 56th week. "Quartet" is figured at about $5,800 for a 30th week at the Sutton, which is fair enough.

Kalmus in Sat. Eve. Post

Publication of Frank J. Taylor's profile on Dr. Herbert T. Kalmus, Technicolor president, in the current *Saturday Evening Post* was arranged by Margaret Ettinger, film industry publicist. The article, illustrated with a two-page spread of color pictures, reviews the impact of color on the industry.

Newsreel Parade

PRESIDENT TRUMAN attending the UN cornerstone ceremony marks a highlight in the current newsreel releases. Other items include the 11 Communists starting their prison term, a diamond show, and sports. Complete contents follow:

MOVIETONE NEWS, No. 86—President Truman attends laying of UN cornerstone. Communists here start five-year prison term. Pandit Nehru visits Wellesley College. Vice-president Barkley hailed at Florida University. Find 2,000-year-old scroll. Football.

NEWS OF THE DAY, No. 216—President Truman dedicates UN's new home. Prison terms for Reds. Football.

PARAMOUNT NEWS, No. 19—President Truman attends UN cornerstone ceremony. Hollywood: Premiere of "The Heiress." Portugal cheers Franco's visit. Football.

TELENEWS DIGEST, No. 43-A—Washington: post mortem on Congress. New York: Communists sentenced. Communists lose in Norway election. Berlin: forgotten city. Life begins again for refugees. Football.

UNIVERSAL NEWSREEL, No. 294—President Truman dedicates UN building. New York: $3,000,000 in diamonds shown. Football.

WARNER PATHE NEWS, No. 21—UN building dedicated. Diamond show. Football. Great American city: Philadelphia.

6 from Dorfmann to Cost $5,000,000

Edmund L. Dorfmann, president of Dorfmann Productions, Inc., has completed plans to produce six pictures in Hollywood, New York and London within the next three years, on a total budget of "not less than $5,000,000," the company disclosed here yesterday. Pictures will be produced on the basis of two a year for the next three years. The first two are scheduled to get under way early next year

U-I Product

(*Continued from page* 1)

history," said Scully.

The first three, all scheduled for release in November, are: "Free For All," starring Robert Cummings, Ann Blyth and Percy Kilbride; "The Story of Molly X," which has June Havoc, John Russell and Dorothy Hart; "Bagdad," Technicolor special which stars Maureen O'Hara, Paul Christian and Vincent Price.

In December the company will release "Undertow," starring Scott Brady, John Russell, Dorothy Hart and Peggy Dow; "Adam and Evelyne," Rank production starring Stewart Granger and Jean Simmons, and "Tight Little Island," another Rank production.

In January, the company will release "Woman in Hiding," with Ida Lupino, Howard Duff and Stephen McNally; "The Rugged O'Riordans," story of pioneer life in Australia; "South Sea Sinner," formerly "East of Java," with Shelley Winters and MacDonald Carey.

In February, U-I will release "The Kid from Texas," in Technicolor, with Audie Murphy and Gale Storm; "Outside the Wall," which stars Richard Basehart, Marilyn Maxwell, Signe Hasso and Dorothy Hart; "Francis," with Donald O'Connor.

March will see the release of "Buccaneer's Girl," in Technicolor, which stars Yvonne DeCarlo and Philip Friend; "Shoplifter," with Scott Brady, Andrea King and Mona Freeman.

"The Astonished Heart," a J. Arthur Rank presentation, written, directed by and starring Noel Coward.

April releases will be: "Ma and Pa Kettle Go to Town," with Marjorie Main and Percy Kilbride; "Sierra," in Technicolor, with Wanda Hendrix, Audie Murphy and Burl Ives; "The Strange Case of Madeline Smith," another from Rank, starring Ann Todd.

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Everyone s talking about "Battleground."

"Adam's Rib" is the Funniest Film in 10 Years!

"Doctor And The Girl" the sleeper that's a box-office hit!

"Intruder In The Dust" beats top M-G-M hits in 55-city Southern Premieres.

"That Forsyte Woman" (*Technicolor*) selected for Royal Command Performance. Next at Music Hall!

More Previews click! "Tension," "The Open Door," "Border Incident."

"Annie Get Your Gun" (*Technicolor*) just one of many BIG Ones in production!

"On The Town" (*Technicolor*) is the BIG Happy New Year Picture.

"Malaya" thrills preview audiences East and West.

Hughes Expected to Drop MPAA Action

Restoration of the Production Code Administration seal to Howard Hughes' "The Outlaw" will have as its consequence the withdrawal of Hughes' long-pending anti-trust action against the Motion Picture Association of America "after a dignified period of time," in the opinion of some industry attorneys here.

There was no official comment from Hughes and a spokesman for RKO Radio pointed out that the company is not an immediate party to the suit, hence is in no position to comment.

No Bids for Hughes' Stock

There has been no lull in conversation concerning the making of bids for Howard Hughes' controlling stock interest in RKO Theatres, following divorcement, but "nothing has been put in writing," Hughes' representatives here said yesterday in response to reports published elsewhere of a renewal of negotiations and entry of a firm bid for the stock.

MPAA Approval of 'P. R.' May Be Tardy

Officials of the Motion Picture Association of America expressed uncertainty yesterday whether formal approval by the organization of the industry public relations program is necessary and, if so, whether it could be given by the Nov. 1 deadline.

The MPAA is the only organization whose approval might be regarded as essential which has not as yet acted formally on the public relations plan.

1,500 Drive-ins Are Now Operating, Allied Told

MINNEAPOLIS, Oct. 25.—Only 60 drive-in theatres were constructed from 1933 to the start of World War II and now drive-ins number 1,500, about "10 per cent of all film theatres," national Allied convention delegates were told by Rodney Luther, lecturer in marketing at the University of Minnesota's School of Business Administration.

A drive-in audience survey described by Luther was made by 10 trained interviewers working in the Minneapolis-St. Paul area where at the five drive-ins, a total of 1,624 persons were questioned. Luther expressed the belief that the drive-in development was healthy.

Luther said that the average number of patrons per car is 2⅓ adults and one child; only 10 per cent are in the age 12 to 20 bracket; 50 per cent are 21 to 30 and 40 per cent are over 30 years; the average distance driven is 7½ miles; 30 per cent attend no other type of theatre during the summer; one-third are drawn from neighborhoods; 14 per cent are from first-runs; the majority are not taken from existing theatres; picture preferences are: comedies, dramas, musicals and, lastly, Westerns.

Johnston

(*Continued from page* 1)

sides currently are refusing to issue a statement but hinted that it was the most useful conversation Johnston has had here since the drafting of the monetary agreement. It is assumed that the British quota situation figured in the discussion and Johnston may make a statement after CEA's suggestions have been ventilated at tomorrow's luncheon with Harold Wilson, president of the Board of Trade.

Engage Sam Dembow

A. and T. Film Productions have engaged Sam Dembow, president of Products Service Corp., as its sales and business administrator.

Columbia Sees

(*Continued from page* 1)

give actual evidence that the incursion, if any (on motion pictures) has been of any depth. We are watching the television situation closely," the report adds, and "in the event a point is reached where television should fit into our operations on a basis we deem desirable, we will be in a position to take advantage of any change."

The report cites revenue from reissues as contributing to an increase in Columbia's gross income during the fiscal year ended June 30 last. Gross for the year was $53,333,763, a new high for the company, which compared with a 1948 gross of $46,988,785. Columbia's 1949 net profit was $1,007,514.

Video is Secondary At NBC: McConnell

National Broadcasting will continue to emphasize AM broadcasting as "the greatest advertising medium" while setting up television as an integrated operation, Joseph H. McConnell, newly elected NBC president, told the press at an informal luncheon at the Waldorf-Astoria here yesterday.

Allied Convention

(*Continued from page* 1)

tribution head, followed Smith and spoke informally about the need for unity and fair dealings.

The second business session opened with an address by Luther W. Youngdahl, Governor of Minnesota. On the behalf of General Jonathan Wainwright, head of the Disabled Veterans of America, Major Robert Armstrong, commander of the Minneapolis chapter, presented a plaque thanking the exhibitors for cooperation in showing the short subject, "How Much Do You Owe?"

In accepting the award, William L. Ainsworth, Allied president, said that the plaque be displayed in the organization's Washington headquarters.

Ray Colvin, of the Theatre Equipment Dealers Association, spoke briefly on the need for keeping a

(*Continued on page* 5)

Alex L. Hillman
announces the appointment of
Dorothea Lee McEvoy
as Editorial Director of
Screen Guide and Movieland

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More on Allied

sense of show business alive.

After paying tribute to the memory of Frank Rembusch and to the services of Abram F. Myers, Allied board chairman and general counsel, Brecher attacked the quality of legal advice which major film companies have received. Referring to a statement in Chicago by Eric A. Johnston that "The industry had become a lawyers' paradise," Brecher asked, "If it is true that the industry has become a lawyers' paradise, whose lawyers are enjoying that paradise?"

"These lawyers (film companies' counsel) misinformed them as to law—were responsible for years of resistance to the relentless pressure of justice and truth—and even now, in some instances, are too blind and narrow to guide them into the path of wholehearted compliance with highest judicial pronouncements," he said.

"As to those elements, if any there be, who seek to weasel, to squirm, to evade the law, may your organization be strong enough to bring them to justice and expose them to punishment and contempt which their conduct invites," he concluded.

At the forum on distributor practices, Col. H. A. Cole, ATO of Texas, announced that a wire had been sent to Abe Montague, distribution vice-president of Columbia, regarding alleged compulsory advanced admission prices for "Jolson Sings Again."

Cole read the resolution against increased admissions which referred to Columbia and concluded:

"This convention hereby goes on record as entirely opposed to any dictation whatsoever by any film company in the matter of admission prices and specifically requests directors and officers of Allied States Association to collect, if possible legal evidence concerning this movement, to file such evidence with the Attorney General of the United States and request prompt action."

Both Smith and Schwalberg were the recipients of a number of barbed questions concerning sales practices of their respective companies and answered them frankly and in good humor.

A special session of Allied directors was held this evening at which the membership status of drive-in owners was discussed.

'Exhibitor Oscars' Awarded to Three

Minneapolis, Oct. 25.—Benjamin N. Berger, Harry Brandt and E. M. Loew have been selected by Allied directors to be the first recipients of an "Exhibitor Oscar" for outstanding service during preceding year. Berger and Brandt are being honored for victories over Ascap and Loew for his court success invalidating drive-in patent.

20th-Fox, Prints

(*Continued from page* 1)

which was described as having had a successful beginning in Minneapolis, St. Paul, Chicago, Philadelphia, Cincinnati, Cleveland and San Francisco.

Touching on the possibilities inherent in theatre television, Smith suggested "the possibility of establishing an industry committee to study television carefully, and other ways and means of using it to the advantage of the industry."

Reviewing for Allied the company's experience with the new sales policy which gave "local autonomy" to salesmen in writing contracts, Smith reported that "during the first 41 weeks of 1949 our company is 24,890 contracts ahead of last year and has obtained 28,048 more bookings."

Smith urged conciliation or arbitration at local level as the "most practical solution" to exhibitor-distributor differences and grievances.

Variety Convention

(*Continued from page* 1)

Screen Club started in 1916 and has been a potent factor in charity work in the Denver exchange area.

Bob O'Donnell, International chief barker, welcomed the new tent into the organization and predicted that it would become one of the most active and most enthusiastic units.

Sessions will continue until tomorrow during which all interim business will be discussed and acted upon by the tent representatives from 37 tents cities in the U. S., Canada, Mexico and Great Britain.

Yesterday's session was devoted to the roll call and a report from O'Donnell on the activities of the international tent since the San Francisco convention held last May. O'Donnell also gave a complete report on the induction of the new tent in London.

Following the chief barker, reports were rendered by the dough guy, George Eby of Pittsburgh; by Murray Weiss of Boston as property master, and the two assistant chief barkers, Marc Wolf of Indianapolis and Jack Beresin of Philadelphia.

Report on the publicity and public relations work was rendered by Chick Lewis, International press guy, who also announced the next convention will be held in New Orleans.

SALESMEN WANTED

Here is a wonderful opportunity for live wire roadshow salesmen in every State in the U. S. to sell and exploit eight top major units of two pictures each on a straight 50-50 proposition. Prints, paper and accessories are now ready. All States are open and if you can qualify by experience and sales ability — contact by wire, phone or letter

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RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of **SAMUEL GOLDWYN'S**
"MY FOOLISH HEART"

ALBANY — Fox Screening Room, 1052 Broadway	Thurs.	11/3	8:00 P.M.
ATLANTA — RKO Screening Room, 195 Luckie St., N.W.	Thurs.	11/3	10:30 A.M.
BOSTON — RKO Screening Room, 122-28 Arlington St.	Thurs.	11/3	10:30 A.M.
BUFFALO — Mo. Pict. Oper. Screen. Rm., 498 Pearl St.	Thurs.	11/3	2:30 P.M.
CHARLOTTE — Fox Screening Room, 308 S. Church St.	Thurs.	11/3	2:00 P.M.
CHICAGO — RKO Screening Rm., 1300 S. Wabash Ave.	Thurs.	11/3	2:00 P.M.
CINCINNATI — RKO Screening Room, 12 East 6th St.	Fri.	11/4	8:00 P.M.
CLEVELAND — Fox Screening Room, 2219 Payne Ave.	Fri.	11/4	8:30 P.M.
DALLAS — Paramount Screening Room, 412 South Harwood St.	Thurs.	11/3	2:30 P.M.
DENVER — Paramount Screening Rm., 2100 Stout St.	Thurs.	11/3	2:00 P.M.
DES MOINES — Fox Screening Room, 1300 High St.	Thurs.	11/3	1:00 P.M.
DETROIT — Blumenthal's Screen. Rm., 2310 Cass Ave.	Thurs.	11/3	2:30 P.M.
INDIANAPOLIS — Universal Screen. Rm., 517 N. Illinois St.	Thurs.	11/3	1:00 P.M.
KANSAS CITY — Paramount Screening Room, 1800 Wyandotte St.	Thurs.	11/3	2:00 P.M.
LOS ANGELES — RKO Screen. Rm., 1980 S. Vermont Ave.	Thurs.	11/3	2:30 P.M.
MEMPHIS — Fox Screening Room, 151 Vance Ave.	Thurs.	11/3	2:00 P.M.
MILWAUKEE — Warner Screening Room, 212 W. Wisconsin Ave.	Thurs.	11/3	2:00 P.M.
MINNEAPOLIS — Fox Screening Room, 1015 Currie Ave.	Thurs.	11/3	2:30 P.M.
NEW HAVEN — Fox Screening Room, 40 Whiting St.	Thurs.	11/3	2:00 P.M.
NEW ORLEANS — Fox Screening Room, 200 S. Liberty St.	Thurs.	11/3	10:30 A.M.
NEW YORK — Normandie Theatre, 53rd & Park Ave.	Thurs.	11/3	10:30 A.M.
OKLAHOMA CITY — Fox Screening Room, 10 North Lee St.	Thurs.	11/3	2:30 P.M.
OMAHA — Fox Screening Room, 1502 Davenport St.	Thurs.	11/3	1:00 P.M.
PHILADELPHIA — RKO Screening Room, 250 N. 13th St.	Thurs.	11/3	2:30 P.M.
PITTSBURGH — RKO Screening Room, 1809-13 Blvd. of Allies	Thurs.	11/3	1:30 P.M.
PORTLAND — Star Screening Room, 925 N.W. 19th Ave.	Thurs.	11/3	2:30 P.M.
ST. LOUIS — RKO Screening Room, 3143 Olive St.	Thurs.	11/3	2:30 P.M.
SALT LAKE CITY — Fox Screening Room, 216 E. 1st St. So.	Thurs.	11/3	1:30 P.M.
SAN FRANCISCO — RKO Screening Room, 251 Hyde St.	Thurs.	11/3	2:30 P.M.
SEATTLE — Jewel Box Screening Rm., 2318 2nd Ave.	Thurs.	11/3	2:30 P.M.
SIOUX FALLS — Hollywood Theatre, 212 N. Philips Ave.	Thurs.	11/3	10:00 A.M.
WASHINGTON — Fox Screening Rm., 932 New Jersey Ave.	Thurs.	11/3	1:30 P.M.

NO. 8 IN A SERIES

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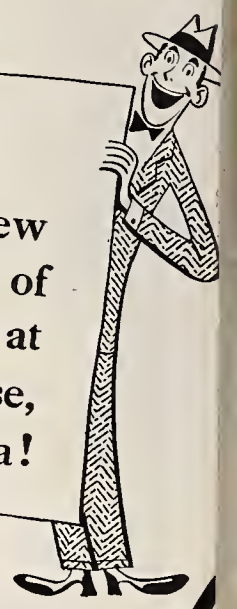

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MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 82 NEW YORK, U.S.A., THURSDAY, OCTOBER 27, 1949 TEN CENTS

Allied Confab Hits Checking, Forced Sales

Myers Pledges Continued Militant, Fighting Role

By MARTIN QUIGLEY, JR.

MINNEAPOLIS, Oct. 26. — "The Allied organization is just as militant and as fighting as ever," Abram F. Myers proclaimed as he concluded the final address of national Allied's 'Victory' convention.

The militancy and fighting spirit of Allied resulted in resolutions being passed unanimously against forcing of films and use by distributors of a central checking agency.

It was also announced that Allied would call shortly a national meeting of all drive-in theatre operators.

Introduced to speak on "The Status of the Law" the Allied general counsel and board chairman narrowed the territory to an explanation of certain aspects of motion picture cases.

In connection with Paramount and RKO requests for delays in divorcement, he said, "These appear to be necessary to protect the legitimate property rights of those companies."

Regarding Loew's, 20th-Fox

(*Continued on page 6*)

Diversified Terms Continue: Rodgers

MINNEAPOLIS, Oct. 26.—M-G-M's sales policy is continuing unchanged, with films sold on an entirely individual basis either on a sliding scale, straight percentage, guarantees and participation or, in small situations, on flat rentals, William F. Rodgers, M-G-M president in charge of distribution, declared here today in an address before the Allied States convention.

This was the policy announced last

(*Continued on page 8*)

Clearance Deals Are Legal, Says Myers

MINNEAPOLIS, Oct. 26. — Allied States' board chairman and general counsel Abram F. Myers, at an informal meeting with trade press representatives, said he believes it legal and practical for all exhibitors in a territory to agree with distributors on a uniform clearance system directly or by submitting the matter to an arbi-

(*Continued on page 8*)

Sales Policies on 'Jolson' Indicted By TOA Trade Unit

The planning meeting here yesterday of the Theatre Owners of America's distributor-exhibitor relations committee "viewed with alarm and condemned the sales policies adopted by Columbia in the licensing of 'Jolson Sings Again'."

Said TOA in a post-meeting statement: "These sales policies, in the opinion of TOA's general counsel, Herman M. Levy, are violations of the law."

TOA said the stand was taken "because these sales policies, namely, demanding of a stipulated sum for each admission ticket sold, or demanding an excessive percentage of the gross receipts, or other inequitable terms and conditions, compel the exhibitor to raise his admission prices in order to show the picture."

"It was the firm belief of the committee members present," the TOA statement continued, "that the theatre owner must be the sole judge of when he should advance his admission

(*Continued on page 8*)

TOA Seeks a 'Solid Front' for Code

Hopeful of a "solid exhibitor front" in contemplated attempts to work out with distributors a trade practice code, Theatre Owners of America is holding the door wide open to other exhibitor organizations insofar as expected discussions with distribution representatives is concerned.

This attitude was expressed here

(*Continued on page 8*)

ASK NEW UK-US TRADE COUNCIL

Variety Clubs In Unanimous Vote For P. R. Program

Variety Clubs International, at its mid-year conference at the Astor Hotel here yesterday, voted unanimous approval of the all-industry public relations program, following reports on the plan by Robert J. O'Donnell, International chief barker, and Francis Harmon, vice-president of the Motion Picture Association of America. O'Donnell will represent the organization on the Conference Committee of the Motion Picture Industry which will meet on Nov. 1 to map specific plans for the program.

At yesterday's session, Joseph Cifre of Boston told the meeting of efforts

(*Continued on page 10*)

Court Invalidates TV Film Censorship

PHILADELPHIA, Oct. 26.—The Pennsylvania Censorship Board regulation requiring all television films to be viewed and passed upon by the board was declared invalid in U. S. District Court here today. Federal Judge William H. Kirkpatrick ruled against the regulation on the ground it infringes upon a field of interstate com-

(*Continued on page 10*)

Plans for Streamlining Film Arbitration May Drop Appeals Board, 18 Tribunals

Film company attorneys are expected to consider shortly, probably by the end of this week, a plan for the reorganization of the arbitration machinery under the American Arbitration Association which calls for a sharp reduction of the present AAA film section as a means of effecting an appreciable cut in costs.

The proposal contemplates the elimination of up to 18 of the present 30 field offices now in existence and the appeals board in New York, which figures largely in the annual budget of $300,000. Two members of the board get $20,000, the chairman gets $25,000 annually.

For some time, the five sponsoring companies—Paramount, Loew's, RKO Radio, Warners and 20th Century-Fox, have been dissatisfied with the elaborate nature of the system, feeling its advantages were over-shadowed by its cost, amounting to a monthly outlay of $25,000 per company.

AAA officials are understood to have held private conversations with individual film company lawyers looking to the reorganization of the present system and a full-scale meeting of attorneys representing a majority of the distributors is scheduled for the end of the week.

While industry opinion is divided on whether to have outsiders or film

(*Continued on page 10*)

CEA Urges Scrapping Present Unit for One More Representative

By PETER BURNUP

LONDON, Oct. 26.—A plan for scrapping the Anglo-American Advisory Film Council and replacing it with a more representative group of leaders of both the British and American film industries has been proposed to Eric Johnston, president of the Motion Picture Association of America, by Sir Alexander King, head of the Cinematograph Exhibitors Association here. The proposal impressed Johnston favorably.

King's proposal is that recognized units of the American industry be invited to nominate representatives to a consultative group, which would replace the Anglo-U.S. Council. The new group would come here to confer separately with organizations such as the CEA, independent producers, the British Film Producers Association and, if it is thought desirable, with trade unions.

Mutual problems affecting the two

(*Continued on page 10*)

Johnston, Wilson Silent on Meeting

LONDON, Oct. 27.—Eric Johnston, Motion Picture Association of America president, met with Harold Wilson, president of the Board of Trade, at luncheon here today and though both refused information momentarily concerning their talk, it is believed that both the lowering of Britain's film quota and next year's changes in the monetary agreement for the American industry here were touched upon.

Wilson is known to be anxious to

(*Continued on page 10*)

Realart Slates 15 More for Release

Realart has a backlog of 375 films for reissue, and has set 15 so far for release during the new season, it was disclosed here yesterday by Realart distribution vice-president Budd Rogers as the company's final session of its two-day national convention progressed at the Warwick Hotel.

At yesterday's convention luncheon,

(*Continued on page 10*)

Personal Mention

NED E. DEPINET, RKO president, and LEON BAMBERGER, exhibitor relations chief, are due here today from Minneapolis where they attended the Allied convention.

•

CECIL B. DEMILLE will arrive here from Hollywood on Nov. 14 to attend the Motion Picture Pioneers' dinner on Nov. 16 where he will be presented with a plaque as "The Pioneer of the Year."

•

CAROL REED, producer-director, will be cited today by the motion picture chapter of the American Veterans Committee. SIDNEY G. DENEAU, SRO sales vice-president, will accept for Reed, who is abroad.

•

MAX COHEN, Film Classics Eastern division manager, has left here for Chicago to take charge of the branch there due to illness of ED SPIERS, regular manager.

•

EDWARD L. HYMAN, Paramount Theatres Service Corp. vice-president, and his assistant, SELIG J. SELIGMAN, are in Cincinnati from New York.

•

WILLIAM K. HEDWIG, founder and past president of ANFA and Nu Art Films, has returned here from a tour of the South and Midwest.

•

SOL EDWARDS, SRO special sales representative, has left New York for Detroit and will be there until Saturday.

•

DAVID D. HORNE, Film Classics' foreign sales manager, has left here on a business trip to Havana and all Latin American countries.

•

JOHN KIRBY, Warner Southeastern district manager, left here yesterday on a tour of branches in that territory.

Towne Suit Underway

CHICAGO, Oct. 26.—After several delays and false starts, the Towne Theatre Milwaukee case got underway this afternoon before Judge John P. Barnes of U. S. District Court. Opening arguments were presented by plaintiff's attorney Thomas McConnell. Defendants were represented by John Taskey, 20th-Fox, Ed Johnson, Paramount, and Miles Seeley, Loew's and RKO.

Philbrick in New Post

BOSTON, Oct. 26.—Herbert A. Philbrick, former assistant advertising director of American Theatres and a key prosecution witness in the trial of the 11 Communists in New York, has been appointed advertising and sales promotion manager of Maintain Store Engineering Service.

New Schlaifer Ad Unit

A public service division has been set up by the Charles Schlaifer advertising agency, with Mrs. Evelyn Schlaifer in charge.

Insider's Outlook

By RED KANN

EXCERPTS from the U. S. Supreme Court decision in U. S. v. Paramount et al, May 3, 1948:

"The District Court [December 31, 1946] found that the defendants in the licenses they issued fixed minimum admission prices which the exhibitors agreed to charge whether the rental of the film was a flat amount or a percentage of the receipts. It found that substantially uniform minimum prices had been established in the licenses of all defendants. . . .

"The District Court found that two price-fixing conspiracies existed—a horizontal one between all the defendants; a vertical one between each distributor-defendant and its licensees. The latter was based on express agreements and was plainly established. The former was inferred from the pattern of price-fixing disclosed in the record. . . .

"We start, of course, from the premise that so far as the Sherman Act is concerned a price-fixing combination is illegal *per se*. . . . We recently held in *United States v. Gypsum Co.* 333 U. S. that even patentees could not regiment an entire industry by licenses containing price-fixing agreements. What was said there is adequate to bar defendants, through their horizontal conspiracy, from fixing prices for the exhibition of films in the movie industry. Certainly the rights of the copyright owner are no greater than those of the patentee. . . ."

Comes the usual passage of time and the Allied convention in Minneapolis where, on Tuesday, the following resolution was passed:

"This convention hereby goes on record as entirely opposed to any dictation whatsoever by any film company in the matter of admission prices and specifically requests directors and officers of Allied States Association to collect, if possible, legal evidence concerning this movement, to file such evidence with the Attorney General of the United States and request prompt action."

■ ■

What the U. S. District Court and the U. S. Supreme Court thereafter had to say about the fixing of admission prices, whether minimum or maximum or in between, was clear enough.

For Allied to take official notice of what it describes as a "movement" by unnamed distributors toward an obvious violation of the law is a serious piece of business. One hopes there is less sensationalism in the plainly inferred accusation and far more of fact to back it up although the construction of the resolution suggests substance and substantiation are lacking.

It takes the most fertile kind of imagination to entertain the idea that there is a serious endeavor on the part of distributors, as a group, to bypass a court mandate so definitively expressed. And considerable proof, of course.

If the exhibitor wants to increase his admission price, the decision is his. But his alone. The distributor who seeks to apply pressure by suggestion or threat of withholding product until the price floor is raised to a level he thinks he ought to have would be a fool deserving of whatever earthquake finally hits him.

■ ■

ON A NOTE OF OPTIMISM: "During the first 41 weeks of 1949 our company is 24,890 contracts ahead of last year and has obtain 28,048 more bookings."—Andy Smith proudly recounting a bit of 20th-Fox's contemporary sales history at Minneapolis.

Later: " . . . during the last five months more than 1,000 accounts that had been off our books for upwards of six months and some of them for more than two years were brought back as active accounts."

■

What to do about TV? Everybody has his own idea. Here's Smith:

"We have to turn out better pictures to command these [entertainment] dollars, proving to our audiences that motion pictures offer vastly superior entertainment. High quality popular attractions will do that. But we should not stop there. Television shows . . . are improving steadily and we should not bypass this new medium. Instead we should bring television into our theatres and make it work for us. I suggest the possibility of establishing an industry committee to study television carefully, and other ways and means of using it to the advantage of our industry."

■ ■

Allied, in limited fashion, is for the all-industry public relations program. International Variety Clubs joined the parade yesterday. Only MPAA, which spawned the idea via Eric Johnston, is yet to make its acceptance official. Shortly now, the constituent groups will meet in Washington and there set out to nurse the embryo into something stronger.

B'nai B'rith Cites Kramer for 'Brave'

Independent producer Stanley Kramer has been awarded a citation and plaque by the Anti-Defamation League of B'nai B'rith for his "Home of the Brave" as a contribution toward better human relations.

The award will be made on Tuesday evening at a meeting of the Metropolitan Council of B'nai B'rith at the Henry Hudson Hotel here. New York Supreme Court Justice Meier Steinbrink, national chairman of the League, will make the presentation.

McNamara Head of Popcorn Association

CHICAGO, Oct. 26.—Harry T. McNamara of Blue Star Foods, Rockford, Ill., was re-elected president of the National Association of Popcorn Manufacturers at its fifth annual meeting and exposition held at the Palmer House. Also re-elected were W. W. Hawkins, treasurer, and Thomas J. Sullivan, executive treasurer. Nat Buchman, New England Theatres, Boston, was elected vice-president. Among those elected to the board was Louise Wesson, Griffith Dealers, Oklahoma City.

Final sessions included panel talks on theatre concessions which were conducted by Skipp Dunn of New England Theatres, Boston.

Paramount Sets 1st Three for Next Year

Paramount Pictures has set its first three releases for 1950, it was reported here yesterday by A. W. Schwalberg, sales vice-president. They are: Hal Wallis' "The File on Thelma Jordon," starring Barbara Stanwyck and Wendell Corey, a January release, and two for February, "Captain China," produced by William H. Pine and William C. Thomas, with John Payne and Gail Russell, and "Dear Wife," sequel to "Dear Ruth," with Joan Caulfield, William Holden, Billy De Wolfe and Mona Freeman.

$6,500 Alan Ladd Gross

Alan Ladd's new production for Paramount, "Chicago Deadline," had a record three-day gross of $6,500 in its first test pre-release engagement, at the Orpheum Theatre in Madison, Wisconsin, the company reports.

Cite Kramer for 'Brave'

HOLLYWOOD, Oct. 26.—"Annual Distinguished Service Award" for outstanding achievement has been voted by the Jewish War Veterans of the United States, Department of California, to producer Stanley Kramer for his "Home of the Brave."

Eastern SDG Meeting

The Eastern Screen Directors Guild will hold a general membership meeting today at the Hotel Shelburne.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Urges Protection of Theatre Investments

Charlotte, Oct. 26.—Investments of theatre owners of the country represent the greater portion of the total invested by the whole motion picture industry and steps should be taken to protect that investment, Theatre Owners of America president Samuel Pinanski told delegates at the closing session of the North and South Carolina convention here.

Exhibitors must recognize the problems that face producers and unite with them to help solve those problems, Pinanski added.

Cohen Sees Censor Trouble for Imports

Many good pictures are now being produced in France and Italy but they will have censorship difficulties when brought into this country, Leo B. Cohen, importer, declared here yesterday. Cohen, who has just returned from a six-month trip abroad, said the cause of the difficulty arises out of different standards of various countries.

Cohen made deals for the distribution rights to six pictures while abroad. He pointed out that in making his deals, he was guided by a desire to avoid censorship tangles here.

Cohen declared that with attendance having fallen off in France and Italy, exhibitors there want only top product. He said they prefer American product, but when they cannot get top American product, they choose top product from any other country.

Pioneers' Dinner Committee Named

Alan Corellie has been named head of the entertainment committee for the Motion Picture Pioneers 10th anniversary dinner, to be held on the evening of Nov. 16 at New York's Waldorf Astoria Hotel. Hal Horne, general chairman for the event, has also named Gil Joseph head of the arrangements committee, Jack Levin in charge of the program, Harry Takiff, head of the membership group, Bernard Estes, on publicity, and Jack Starr, decorations.

Hymie Novitsky, 57

OMAHA, Oct. 26.—Funeral services were held here for Hymie Novitsky, 57, recently-elected president of the Omaha Colosseum. Novitsky was a veteran of almost 30 years in the film business, saw service with Pathe, Universal, Republic and finally 20th-Fox as a salesman. Bill Wink, Warner Brothers, succeeds him as Colosseum head.

Mrs. Lillian Marchetti

ALBANY, N. Y., Oct. 26.—Funeral services for Mrs. Lillian Marchetti, Warner exchange cashier, were held yesterday at St. Rita's Church in Cohoes. Mrs. Marchetti, who died on Friday, was the wife of Alfred J. Marchetti, Universal-International head broker here and had worked for Warners for 20 years.

Reviews

"The Story of Seabiscuit"

(Warner Brothers) *Hollywood, Oct. 26*

PRODUCER William Jacobs, director David Butler and writer John Taintor Foote, three eminent students of the Thoroughbred Horse and intimately qualified biographers of the immortal Seabiscuit, have put that great champion's life and works upon the screen in a picture no turf-conscious citizen can fail to thrill to. Its footage includes the genuine pictures of the Seabiscuit-War Admiral match race, the Santa Anita Handicap in which the Biscuit was nosed out by the feather-weighted Stagehand and the one run two years later in which he led his stable-mate, Kayak II, under the wire in record-breaking time to stand the horse-racing world on its ear. These three sequences alone are worth any horse-lover's admission to any man's theatre. Save in these sequences, where he is seen as he was, Seabiscuit is portrayed by one of his sons who is the image of the old man, and the facts in the record book are scrupulously observed throughout the story.

For people who are not interested in horses and their stories, the Jacobs-Butler-Foote creation is a picture of quite another color (Technicolor, by the way, in either case). Because it is in the nature of things that pictures about horses must also be pictures about people—and the people employed in this one include such billable performers as Shirley Temple, Barry Fitzgerald, Lon McCallister and Rosemary DeCamp—it was necessary to drape a kind of love story around the career of the great handicap star, and the story utilized for the purpose is not one to drag people in off the streets. It concerns Miss Temple and Fitzgerald as brogue-ridden imports from the Ould Sod, McCallister as Seabiscuit's jockey, and it is long and talky and in itself makes no point of moment.

Clearly the thing for a showman to do is to concentrate on the horse-conscious sector of the population, and go all out in promises of satisfaction to that element. People who like horses will plump for the picture like a ton of brick, and people who do not like horses—well, who cares about *them?*

Running time, 96 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Challenge to Lassie"

(M-G-M)

THERE is good reason why Lassie is regarded as canine nobility around the M-G-M lot; films featuring the collie pay off in many a situation. "Challenge to Lassie" is stacked with quaintness, charm and appeal for "dog story" partisans.

Done in Technicolor, the story has for its locale Scotland around the middle of the last century where the homeless Lassie is befriended by Donald Crisp. Sheepherder Crisp rears her from a pup to king-size. He dies as a result of an encounter with two muggers and Lassie turns to Crisp's friend, innkeeper Edmund Gwenn. Surmounting all kinds of obstacles, the dog travels to the local churchyard every evening to stand guard over Crisp's grave.

Reginald Owen is the local police sergeant who, finding Lassie is not legally owned by anyone, takes her into custody. Gwenn is allowed to plead the dog's case in the austere burgh court where solemn robe-bedecked judges show sympathy and finally find the right kind of loophole in the law. Lassie is allowed to go free.

Subordinate to the central theme are some touches of romance involving Geraldine Fitzgerald and Ross Ford. Others in the cast are Alan Webb, Henry Stephenson, Alan Napier, Sara Allgood and Edmond Breon. The Robert Sisk production is colorfully mounted, the characters and the settings are effective. Richard Thorpe directed in good style generally, although at times the slowness of the presentation is a deficit. William Ludwig's screenplay was based on the novel, "Greyfriars Bobby," by Eleanor Atkinson.

This new Lassie picture shapes up as a good one for the right kind of audience. Youngsters doubtless will be delighted with it. However, the blase might rate it as so much sentimental hokum, too far afield from the unpleasant realities of the day to be plausible, and not adult enough to be entertaining.

Running time, 76 minutes. General audience classification. Release date, Dec. 9.

GENE ARNEEL

'Battleground' Sign, Broadway's Tallest

Metro-Goldwyn-Mayer is building Broadway's tallest electric and neon-light sign for the New York premiere of "Battleground" on Nov. 10 at the Astor Theatre, it is announced by Howard Dietz, advertising-publicity vice-president. The display will reach 125 feet above the lobby and will depict a helmeted, rifle-bearing G. I.

In Washington, invitations to the film's bow there on Nov. 9 have been sent to President Truman, Secretary of Defense Johnson, Secretary of the Army Grant and to many others high in government service.

Special 'Life' Issue

Outstanding scenes of motion pictures will be included in *Life Magazine* in its New Year issue which will commemorate the halfway mark of the 20th Century. The editors plan to catalogue some 10 or so major scenes of film history in the issue.

Legion Reviews 10; Classes One as 'B'

Ten additional films have been reviewed by the National Legion of Decency, with one, Screen Guild Productions' "Treasure of Monte Cristo," given a "B" classification.

In Class A-I are: Lippert Production's "Deputy Marshal," Republic's "Navajo Trail Raiders," and Columbia's "Renegades of the Sage." In Class A-II are: Oxford Films' "Fame Is the Spur," Republic's "Flame of Youth," M-G-M's "Malaya," Screen Guilds' "Man and His Sins" and Paramount's "Samson and Delilah."

'Four-A' Board Votes To Defer Video Decision to Nov. 16

A resolution to postpone action for not more than three weeks on the formal creation of Television Authority, designed to protect all television performers, was unanimously passed yesterday by the international board of the Associated Actors and Artistes of America which met at the Hotel Astor, it was announced here last night by Paul Dullzell, president of the Four-A's.

The matter of Television Authority will not come up again before the board until its meeting of Nov. 16, Dullzell said.

Representatives of the Screen Actors Guild and the Screen Extras Guild voted for the resolution along with representatives of Actors Equity Association, Chorus Equity Association, American Federation of Radio Artists, American Guild of Variety Artists and the American Guild of Musical Artists, it was said.

Seek Continued Unity

According to the resolution, this action was taken "to preserve continued unity among Four-A unions in the interests of the public and of our entertainment profession."

The board decided also that during the three weeks' postponement of action on the Authority, membership meetings of all Four-A unions will be called in 12 key cities "to afford a forum for full discussion by all sides of the current issue, and to educate all Four-A members on the problems and methods of organization in the new field of television."

Four-A membership meetings will be held in New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Pittsburgh and Seattle.

The second resolution added: "It is expected that from full and free membership discussion will come support for the unity of all Four-A unions as evident at today's meeting."

SAG to Hold Membership Vote on TV Authority

HOLLYWOOD, Oct. 26.—Screen Actors Guild will take its differences with Eastern talent guilds direct to the full membership at the annual meeting and election of officers on Nov. 13 at the Hollywood Legion stadium, it was disclosed today with the enclosure of a special bulletin with ballots mailed to members for voting on officers and board members. The bulletin called the movement to set up a Television Authority "an attempt by the live talent unions to set up a vertical-type of union which would conflict with and challenge SAG in the field of motion pictures."

Schary to Address Club

Dore Schary, M-G-M studio production vice-president, and George Murphy, former president of the Screen Actors Guild, will speak at a luncheon of the Women's National Press Club at the Statler Hotel, Washington, on Nov. 8. On Nov. 10 in Washington, the pair will be guests on a nationwide broadcast over WMAL devoted to the American soldier and sponsored by the Office of Public Relations of the Department of Defense.

BIG

Here's the keynote in the ads, on the air, in the trailer, in the lobby

'

THAT'S T

WARN

GER than White Heat'!!

SENSATIONAL DOLLARS-AND-CENTS STORY IN ALL OPENINGS TO DATE

RS ARE GEARED TO GO AS NEVER BEFORE/

Allied Names Four To Study Drive-ins

Minneapolis, Oct. 26. — Allied's Board of directors at a special meeting here, named the following committee to study the drive-in situation and report back at the next board meeting late in January or early February: Sidney Samuelson, Mrs. Ethel Miles, John Wolfberg and O. F. Sullivan.

With the exception of Samuelson, each committeeman operates both regular and drive-in theatres. Allied members at present own approximately 300 drive-ins. The committee has authority to service Allied members with information on outdoor operations.

'PR' Is All Set to Go, Depinet Tells Allied

Minneapolis, Oct. 26.—The Conference Committee of the Motion Picture Industry will proceed on and after Nov. 1 with plans for the establishment of a permanent public relations organization now that the constituent groups have voted approval, Ned E. Depinet, chairman, told national Allied members in convention here.

Actually, the Motion Picture Association of America has yet to take a formal vote but its approval is regarded as a foregone conclusion. In a jocular comment on the MPAA, Depinet said, "they are an awfully tough crowd but I promise you I'll do my best, with Bill Rodgers' help, to bring them into line."

Industry problems "have been accumulating for many years and cannot be solved overnight," Depinet said. "It would be a dangerous illusion for us to believe that the kind of comprehensive public relations program which we want for our industry can be accomplished in a short time. One of the pitfalls we must avoid is our understandable desire to make haste and the temptation to decide too quickly on a complete program."

Depinet expressed gratification with the "utmost cooperation" given to the "PR" organizing group for the program by Allied officials Abram Myers, William Ainsworth, Trueman Rembusch, Martin Smith, Charles Niles, Jack Krisch and Ed Lachman. "I want to acknoweldge the great contribution made by these gentlemen to the conduct, the deliberations and the final success" of the recent Chicago all-industry conference on public relations, Depinet declared.

FCC in Middle of CBS - RCA Dispute

Washington, Oct. 26.—Federal Communications Commission is said to be decidedly in the middle of the new row between RCA and Columbia Broadcasting on RCA's petition for a postponement of comparative demonstrations of color television.

CBS objected to the delay in a strongly-worded communication to the FCC. Now RCA comes back with the charge that the CBS position is as "presumptuous as it is false."

Allied Convention

(*Continued from page* 1)

and Warners, Myers said it was his opinion that their decisions not to request a consent decree will result in even harsher final treatment.

On the Crescent case, Myers said Allied was only indirectly concerned. However, he pointed out that a number of members were affected by the Griffith decision. He predicted a final divestiture of the Griffith interests that "will be of a very substantial character" and explained court delays on the grounds that the district court had originally found for the circuit and much new testimony was required by the Supreme Court ruling.

Hits Schine Decree

"In the Schine case the Department of Justice accepted a consent decree which set back 'trust-busting' 40 years," Myers charged, holding that "it was mild on divestiture." On the other hand the court is very strict in seeing that the decree is observed, he added.

Concerning the matter of local monopolies, the Allied counsel said further testimony may be required. He expressed the hope that solutions will be worked out "by negotiations between the parties and Department of Justice."

Myers said court rulings against fixing of minimum admissions and forcing of pictures are so clear that no one should fail to understand them.

Col. H. A. Cole, president of Texas Allied, presented three resolutions or statements of policy which were unanimously adopted by the convention. The first called for members to report forced sales of features or shorts, commonly termed "tie-in sales," to their regional organization.

Claim Privacy Invaded

The second asserted that confidential information obtained by a checking firm was made available to all companies employing the organization and called upon the distributors "to discontinue at once the use of a central auditing agency."

Members were invited to forward information about invasion of their rights of privacy to their Allied units.

The final resolution hailed the attendance and success of convention and thanked the host organization, North Central Allied, its officials and members.

Col. H. A. Cole read a telegram received from A. Montague, Columbia sales head, stating in part: "'Jolson Sings Again' has been offered to certain accounts on a basis of 60 per cent and so far the picture has been very successful financially for the exhibitors who played it. We have never demanded nor have ever authorized any employee of Columbia to even remotely suggest that an exhibitor advance his admission price." John Wolfberg arose to dispute the wired statement on the basis of his personal experience.

Asks Product Consideration

Morey Goldstein, general sales manager of Monogram, stressed the dangers to his company in the divorcement proceedings unless independent exhibitors give Monogram product more consideration. "I appeal to fair, reasonable exhibitors to pay on the basis of how the pictures perform for them and not buy by a label." He said support would encourage independent producers to make better product. Goldstein called for "the elimination of all unfair people from this business whatever branch they are in."

In supporting Goldstein, Jack Krisch said "we are in a seller's market now and should encourage independent producers."

Oscar Neu was introduced and thanked for a contribution of $1,000 to the Allied convention made by the Equipment Manufacturers Association, which he heads.

Bid for Drive-Ins

Sidney Samuelson, chairman of special committee on drive-ins, announced that the committee recommended drive-ins be welcomed into Allied regional organizations and that the membership drive would be extended so that they may be invited to do so. He also said that a special department to service drive-ins along lines of the Allied Caravan would be established. Allied has decided to use the terms out-door and in-door theatres rather than drive-ins and regular theatres.

This mornings' session of the convention was restricted to independent exhibitors who thus had an opportunity to talk on their relations with distributors and otherwise exchange information.

Just before adjournment of the convention by W. L. Ainsworth at 5:21 P.M., Samuelson announced the new drive-in committee will call a national meeting of drive-in operators soon.

With business completed, the convention was concluded with a banquet.

Smith, Schwalberg Under Barrage of Questions

Minneapolis, Oct. 26.—A lively discussion followed the speeches at yesterday's session by Andy W. Smith and A. W. Schwalberg, sales vice-presidents of 20th Century-Fox and Paramount, respectively.

In response to a question from Col. H. A. Cole, ATO of Texas, outlining the difficulties of an exhibitor in Fort Worth who has half-a-dozen different availabilities, Smith said he would agree to 31 days in that area. Smith emphasized that he could have no idea of what other distributors might do. He said lawyars had warned against even speaking about a uniform pattern of clearance. However, he expressed the belief that some practical method will have to be worked out.

Rubin Frels, vice-president of Texas Allied, received assurance that his theatre situation would be reviewed by 20th-Fox.

William A. Carroll, executive secretary of the ATO of Indiana, criticized the small number of prints available. Smith replied that he is working out a detail statement for publication soon which which will illustrate the print problem.

Explains Local Authority

Ben E. Jubby, Des Moines, received from the 20th-Fox sales chief an explanation of the authority of the local manager. Smith said the local man has authority to make decisions but frequently the problems are such that he discusses them with his superiors.

Sidney E. Samuelson, general manager of the AITO of Eastern Pennsylvania, attacked the 20th-Fox plan which increased the number of key theatres in Philadelphia from seven to 18.

Schwalberg came in for his share of barbed questions.

Samuelson brought up the question of advertising in pictures and quoted Harold Clark, a specialist in arranging "plugs" for product, reported in a recent issue of *Motion Picture Herald*. He drew particular attention to the film "Top O' the Morning."

Schwalberg said, "I do not approve of advertising anyone's commodity but it is well nigh impossible to exclude brand products."

Larry Woodin, Pennsylvania exhibitor, told how he had worked in Holly-

(*Continued on page* 8)

Allied Exhibitors Urged To Join Drive-In 'Boom'

Minneapolis, Oct. 26. — Jack L. Braunagel, of Commonwealth Drive-Ins, Kansas City, which operates outdoor theatres in eight towns ranging from 4,000 to 500,000 population, told the Allied convention today why he believes drive-ins "are the greatest boom since talking pictures." He criticised exhibitors for "burying their heads in the sand" and "being asleep at the switch" in these operations.

"We want showmen in the drive-in business, not outsiders," he said.

Drive-ins now number 2,000 and do an estimated $120,000,000 business on which they pay from $15,000,000 to $20,000,000 in film rental, Braunagel said. Drive-ins develop the habit of going to pictures and exhibitors in regular theatres will ultimately make two dollars for every dollar they lose through this competition, he asserted.

The average equipment of a drive-in costs from $10,000 to $12,000, but the speaker cautioned against cheap construction saying that the minimum to figure was $150 per car. He also said drive-ins should not be too big and should be considered on the basis of conventional theatres with four seats per car.

Braunagel urged indoor theatres exhibitors to bring to their patrons the appeals of drive-ins insofar as possible, including services for children, smoking sections, adequate parking and other services. He concluded that statements about high drive-in profits are exaggerated but that exhibitors should get into these operations to serve their communities and to protect their regular theatre investments.

ROMANTIC SUSPENSE DRAMA OF POWERFUL APPEAL!

The Reckless Moment

with

GERALDINE BROOKS

Screen Play by Henry Garson and Robert W. Soderberg • Based upon a Ladies' Home Journal story by Elisabeth Sanxay Holding

Directed by MAX OPULS

Produced by **WALTER WANGER**

More on Allied

(Continued from page 6)

wood as a publicist and helped put advertising into pictures. He alleged that the popularity of Bourbon in the U. S. was due in part to screen "plugs."

Jerome G. Steel, Ohio exhibitor, said he made money on Paramount only by owning 100 shares of the company's stock and by playing none of its pictures.

Benjamin N. Berger, North Central Allied president, asked Schwalberg if he intended to maintain a "tough" policy. The answer paraphrased Winston Churchill: "I was not appointed to liquidate the Paramount empire."

In answer to a question from Leo Yassenoff, also from Ohio, Schwalberg said, "Divorcement is a fact, so far as Paramount is concerned."

Mrs. Evelyn Miles, also of Ohio, received assurances that Paramount wishes to sell all possible accounts.

Among others who took the floor were: Percy Friedman, Eastern Pennsylvania; Jerry Silver, Minnesota; W. A. Prewitt, Jr., president of the ATO of the Gulf States, and O. F. Sullivan, president of ATO of Kansas-Missouri.

Stanley D. Kane, executive counsel of North Central Allied, read telegrams of greetings from Rotus Harvey of the PCCITO, and from the IATSE.

Autry Unit Expands

Miss Pat Murphy has been named by Gene Autry to his newly expanded New York organization.

Chicago Judge Upholds Statute Giving Added Three Years Leeway in Trust Suit

Chicago, Oct. 26.—Plaintiffs filing anti-trust actions may have another three years before running foul of the statute of limitations, according to a ruling made here today by Federal Judge Walter J. Labuy.

Judge Labuy held that Tiffin Theatre, suing Balaban and Katz and major distributors for alleged discrimination in clearances, may add three years to Illinois' five-year statute of limitations, providing the alleged injury occurred during the war, under provisions of a Federal statute passed in 1942.

Tiffin's suit, brought by attorney Seymour Simon, relates to the releasing system in effect in Chicago during 1942.

Diversified Terms

(Continued from page 1)

year and there is no reason to change it, Rodgers said. He declared the company regards goodwill as a "most precious asset," and as a means of maintaining it, will continue to invite any exhibitor customer who feels he is "misunderstood" to appeal to any executive of the company.

Rodgers repeated the observation that costs have risen and consequently "theatres cannot reasonably expect to maintain the same level of profits as heretofore."

He reported that except for veterans' hospitals and the Red Cross, M-G-M product is not available on 16mm. to either commercial or non-theatrical accounts. The company, he said, has no television commitments and is continuing to study its effects, if any, on theatre business.

Maintaining its own system of checking, M-G-M considers this to be "dignified and while at greater cost than some of the other methods used, justifies our belief that this phase of our business should be solely between ourselves and our customers."

In conclusion, Rodgers said: "We deplore misunderstandings or disputes being publicized either through the public or trade press. We welcome now as we have always welcomed a sane exchange of ideas on problems of mutual interest." He declared he looked upon the industry public relations program as "the commencement of a new era in this industry."

Clearance Deals

(Continued from page 1)

trator. He emphasized that every affected exhibitor would have to agree with the proposed schedule or agree to be bound by the arbitration decision. Objection of the Federal courts to the old clearance system was that they were imposed on independent exhibitors without their consent, said Myers.

TOA Seeks

(Continued from page 1)

yesterday by TOA president Samuel Pinanski following an all-day meeting of the Eastern members of the organization's exhibitor-distributor relations committee, which was instructed by the TOA national convention last month to take steps toward formation of a "fair trade code."

The full committee, Pinanski said, will meet on or about Nov. 16 since members of it will be here at that time for the Picture Pioneers dinner. By that date, he said, the committee will have concluded its findings and completed its recommendations and will seek meetings with distribution representatives. Some of the trade practices viewed by the TOA convention as requiring regulation are clearances, availabilities and bidding. Part of the plan is to establish an arbitration tribunal for the airing of exhibitor-distributor complaints and grievances, operating under a code.

"There is a strong feeling on the part of the committee from information manifested and brought out that we will wind up with very informative and constructive suggestions," Pinanski said. He said the committee believes the industry can get along without "outside help" in working out its problems, and that "fanfare and calling of names" need not be employed during the process. The settling of differences through intra-industry conferences, Pinanski said, is "the American, democratic way."

The committee is "one-third through with its work, and the TOA board has concluded 80 per cent of its work of review of the convention resolutions," Pinanski said.

Present at yesterday's meeting in addition to Pinanski were: committee chairman Walter Reade, Jr., Robert W. Coyne, Guthrie F. Crowe, S. H. Fabian, Edward M. Fay, Ted R. Gamble, Philip Harling, Herman M. Levy, Arthur H. Lockwood, Sidney Lust, J. J. O'Leary, Albert Pickus, Lewen Pizor, Henry Reeve, Gael Sullivan and Stanley W. Prenosil.

TOA on 'Jolson'

(Continued from page 1)

prices, and that the distributor may not legally, directly or indirectly, dictate the policy."

A sub-committee appointed by Walter Reade, Jr., chairman of the distributor-exhibitor relations committee, and composed of Arthur H. Lockwood, J. J. O'Leary, Albert M. Pickus and Robert W. Coyne will seek an immediate conference with Columbia for the purpose of "bringing these matters personally and emphatically to its attention, so that these practices may be discontinued." The sub-committee will report to the full meeting of the distributor-exhibitor relations committee to be held within the next three weeks "for further action, if necessary."

Seek Amicable Adjustment

Reade said that the action taken was in line with TOA's "expressed policy of seeking amicable adjustment of its problems before considering relief through litigation." Queried during a post-meeting press conference on whether this meant litigation could be considered a possibility, TOA president Samuel Pinanski said: "We want to solve industry problems within the industry. There are those who run to the courts, but not us." He added that the committee views the Columbia matter as one which should be solved within the industry.

Pinanski said he looks upon the trade papers as the proper medium "through which to present these things." He said this did not mean that TOA wanted the trade papers to decide the merits of the problem. TOA decided to act on the problem "before someone else does," Pinanski said, pointing out that "someone else" meant the government.

Columbia Executives Not Available for Comment

Attempts to reach Columbia executives here for comment on TOA's action were unsuccessful yesterday, as all executives who would be qualified to comment are in Hollywood for product conferences.

The Allied States national convention in Minneapolis on Tuesday adopted a resolution decrying compulsory advanced admission prices, with particular attention to Columbia's sales policy for "Jolson Sings Again."

ANSWER TO YOUR TECHNICAL PROBLEMS . . .

The Altec Service Man and the organization behind him

The Altec Service Man

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

BANKING FOR THE MOTION PICTURE INDUSTRY

BANKERS TRUST COMPANY
NEW YORK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

He gives the scene its heartbeat...

THIS meeting of mother and child is no make-believe—not to the movie-goers!

To them, it is as real as life itself, thanks to the director of the picture. Through his perceptive handling of action, dialogue, and camera, he has given the scene its human touch, its heartbeat . . . made the audience feel its warmth, its mood—and live the moment, one with the personalities on the screen.

And this achievement is the mark of his mastery of the dramatic; the gauge of his creative contribution to the motion picture art.

But if such artistry is to have full expression, the director must have the assistance of film that gives him ample freedom to achieve the effects he desires. This freedom he finds in the family of Eastman motion picture films.

EASTMAN KODAK COMPANY
ROCHESTER 4, N. Y.

J. E. BRULATOUR, INC., DISTRIBUTORS
FORT LEE • CHICAGO • HOLLYWOOD

New York Variety Inaugural Tonight

Reservations for a guest capacity of 1,000 persons was reached here last night for the inaugural dinner of New York's Tent No. 35 into Variety International, and which will take place tonight at the Hotel Astor. It will feature a stage presentation in addition to several speakers.

Speakers will include Secretary of the Treasury John W. Snyder, Mayor William O'Dwyer, George Jessel, Robert O'Donnell, Max A. Cohen, Col. William McCraw and Dr. Everett Clinchy.

UK-US Council

(*Continued from page* 1)

industries would be discussed and later the several viewpoints would be coalesced for resolution by a smaller, joint conference. The latter would endeavor to draw up an overall pact regulating reciprocal trading provisions for both industries.

Would Be Broad Group

The American group of representatives would include nominees of the MPAA, the Society of Independent Motion Picture Producers, very probably those of representative exhibitor organizations whose interests might be involved and, possibly, trade unions.

The British counterparts of those groups would designate their representatives similarly.

At present, the Anglo-U.S. Film Council consists only of MPAA and BFPA representatives, namely, Johnston, Barney Balaban and Nicholas M. Schenck for the American industry, and Sir Henry French, J. Arthur Rank and Sir Alexander Korda for the British industry.

BFPA Unenthusiastic

The BFPA views the proposal for the new organization without enthusiasm, still clinging obstinately to the idea that it is the only British trade group entitled to talk to the MPAA, but that view is pretty generally derided throughout the rest of the industry. The BFPA and the Anglo-U.S. Council itself, to some extent, lost standing in consequence of the Washington meeting last April which evolved proposals now conceded to have been initiated on the British side in a desperate attempt to make a protective deal on behalf of big producers, mainly with a view to averting a tragi-comic collapse of BFPA's grandiose pretensions, which have not yet plumbed their depths.

The Anglo-U.S. Council was formed during a visit to New York of Rank, BFPA president, some three years ago. It was designed to help solve mutual problems of the two industries but the problems and attendant ill-feeling increased so rapidly in the ensuing years that the Council never was called into session until last April. Its proposals then evoked a storm of protest from important segments of both the American and British industries which were not represented on the Council and which pointed out it could not act for them.

King's proposal of forming a new organization broadly representative of both industries, obviously would meet that objection.

It is assumed that Johnston relayed King's proposal to Harold Wilson, president of the Board of Trade, at their luncheon meeting today. Board officials, if not Wilson himself, are favorably disposed toward any instrument which would help ensure harmonious relations between the British and American industries and which, incidentally, would help get them out of the mess in which the present high film quota landed them.

Wilson is known to be bitterly resentful of BFPA's production promises which were not fulfilled and on which the now demonstrated impracticable quota was based.

Leading showmen everywhere show it MAGNIFICENTLY on

GLASCREEN!
BETTER SOUND
GREATER PICTURE BRILLIANCE

nu-screen corp.
1501 BROADWAY, N. Y. 18 . LOngacre 4-5885

Review

"The Golden Stallion"

(*Republic*)

FANS of Roy Rogers will be pleased by his latest efforts in this Trucolor Western which is a notch above the run-of-the-mill. It has a logical story and the dialogue of Sloan Nibley is credible. There is also a bit of romancing involving Dale Evans, and plenty of action, comedy and song.

Edward J. White was the associate producer and William Witney directed, with a fine understanding of what the Roger fans want. Estelita Rodriguez, Pat Brady, Douglas Evans and Frank Fenton give the Rogers-Evans team good support. Foy Willing and the Riders of the Purple Sage are again on hand to provide musical background.

Rogers arrives on Dale's ranch to help her rope some wild horses which have been roaming along the border. They manage to corner the herd when the mare that leads it is attracted to Roy's Trigger. Villains who have been using the herd to smuggle diamonds attack Rogers' boys and frame the cowboy for the murder of one of the gang's members. Actually he was killed by the mare.

While Rogers serves his sentence, Dale looks for clues. Eventually Rogers returns from a prison work gang and makes a deal with the sheriff, Frank Fenton, to find out why the smugglers outdid themselves to buy Trigger at an auction sale. Actually, the leader of the gang had trained Trigger to lead the wild herd. Eventually, Roy and the sheriff trick the gang and Trigger brings in the herd.

Running time, 67 minutes. General audience classification. Release date, Nov. 15.

New Greenbaum Branch

OMAHA, Oct. 26.—Murray Greenbaum, who handles state-right and other pictures here, will open a local exchange on Dec. 1.

TV Film Censorship

(*Continued from page* 1)

merce already covered by Federal laws.

Plaintiffs in the action were Allen B. Du Mont Laboratories, Lancaster Philco Broadcasting, Triangle Publications, and stations WFIL-TV and WCAU-TV. Defendants were three members of the Censor Board, Edna R. Carroll, John C. Fishe and Beatrice Z. Miller.

The Censor Board regulation, adopted last January, provided that all video films from local distributors be shown to the censors three days before the scheduled telecast and all out-of-state-produced reels be viewed five days prior to public showing. In its ruling, the court declared that the Communications Act of 1934 establishes a "comprehensive scheme for the regulation on a national scale of virtually all communication facilities and television is unquestionably within its scope." Further, said Judge Kirkpatrick, the state regulation would place an "unreasonable burden on interstate commerce in television broadcasting."

Johnston, Wilson

(*Continued from page* 1)

increase American dollar expenditures for production here and it is felt he will seek some form of assurance in connection with the inevitable lowering of the 40 per cent quota. The two lunched publicly.

Johnston, who is scheduled to leave here by plane for New York tomorrow, also met with Foreign Minister Ernest Bevin, Chancellor of the Exchequer Sir Stafford Cripps and other ministers on ECA affairs.

Plan Streamlined Arbitration

(*Continued from page* 1)

representatives on reorganized arbitration panels, considerable sentiment favoring continuation of arbitration itself has been evidenced.

The current AAA budget-year will expire on Nov. 30 and the hope now is that new arrangements will be made by that time. Efforts to bring United Artists, Columbia, Universal, Republic and Eagle-Lion into the fold at a "token" assessment will be renewed, it is understood.

Arbitration as a means of settling exhibitor-distributor differences were endorsed by industry organizations, including the Theatre Owners of America and the Pacific Coast Conference of Independent Theatre Owners at their recent conventions, as well as by highly-placed individuals in both exhibition and distribution.

Approve Collections For Rogers Hospital

Variety Clubs International yesterday voted here to hold audience collections or special premieres on either Washington's Birthday or on Nov. 4, Will Rogers date of birth, to raise funds for the support of the Will Rogers Hospital at Saranac, N. Y., and on tuberculosis research. All tents will be asked to participate.

Variety Clubs

(*Continued from page* 1)

to compile accurate data on the origin and growth of the clubs. James Balmer of Tent No. 1 reported that on Nov. 13 a plaque commemorating the founding of the organization will be unveiled in the lobby of the Sheridan Square Theatre, Pittsburgh, in connection with the annual Variety Clubs banquet.

Sam Switow and William O'Donnell reported on the formation of the "Hey Rube Club," comprised of all past chief barkers. Ezra Stern described the nature and purpose of the Great Hearts Awards.

Chick Lewis, executive vice-president of the Variety Clubs—Will Rogers Hospital, at Saranac, N. Y., reported that eight new patients from the industry have entered the hospital in the past four months. Robert Mochrie, RKO Radio vice-president in charge of distribution, discussed various plans for raising funds for the hospital.

Realart Slates 15

(*Continued from page* 1)

Rogers was presented with a television set by the company's franchise holders as an expression of regard and appreciation of his efforts in their behalf.

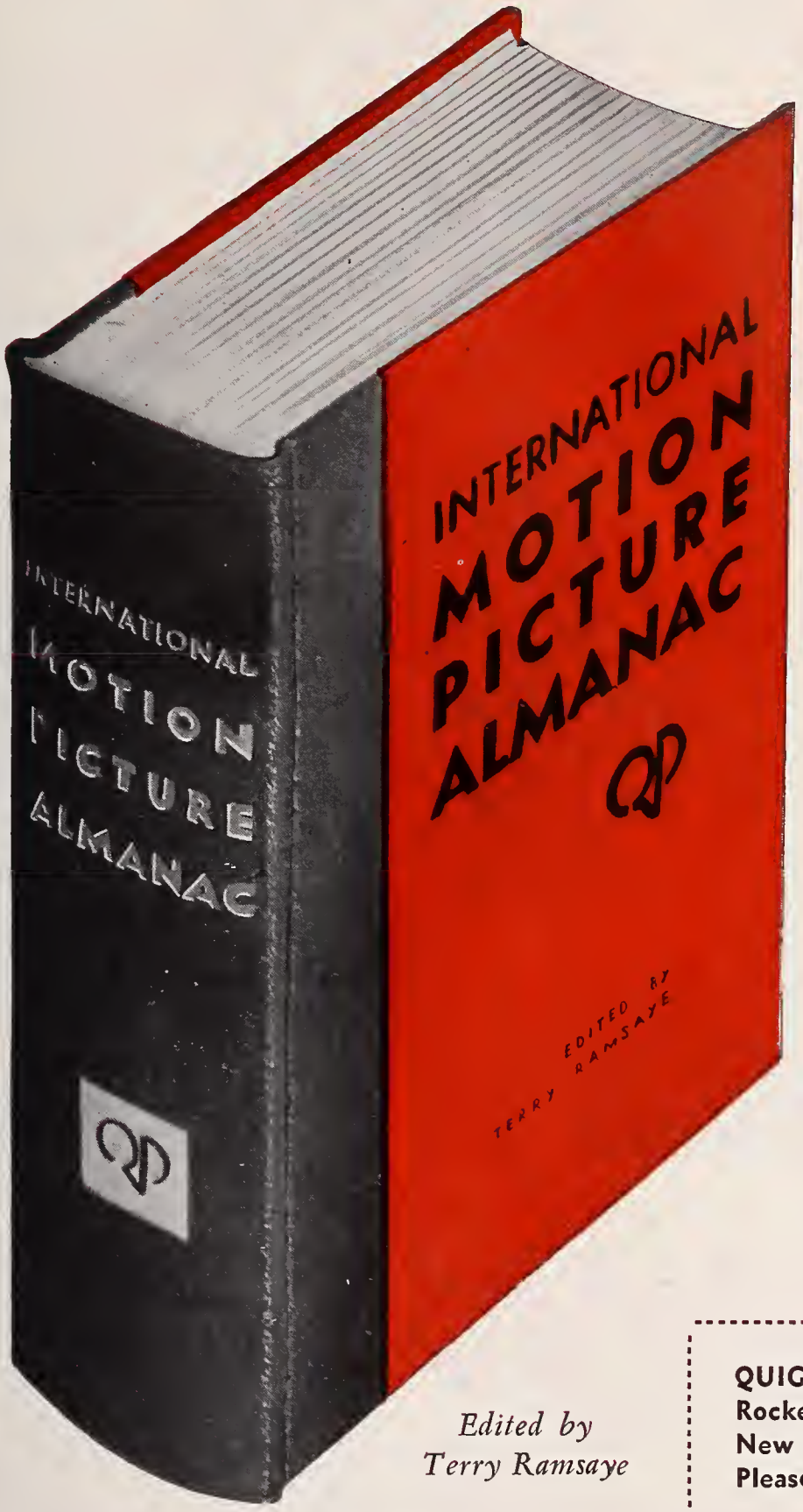
The 15 reissues slated for release so far are: "The Bank Dick," "My Little Chickadee," "Never Give a Sucker a Even Break," "You Can't Cheat an Honest Man" (all W. C. Fields starrers), and "It Ain't Hay," "Behind the Eightball," "Ghost Catchers," "Adventure's End," "Conflict," "Dracula's Daughter," "Night Monster," "Spy Ring," "Double Alibi," "Fury at Sea" and "The Sun Never Sets."

TV Fund Dividend

CHICAGO, Oct. 26. — Directors of Television Fund, Inc., have declared a dividend of 16 cents a share, payable tomorrow, to stockholders of record on Oct. 27.

FILM PRODUCERS
Cut Your Sound Budget 50%
See How at the
RANGERTONE EXHIBIT
Audio Fair
Hotel New Yorker
Oct. 27-28-29
Admission Free

ORDERS!



Edited by
Terry Ramsaye

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CENTURY-FOX

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 83 NEW YORK, U. S. A., FRIDAY, OCTOBER 28, 1949 TEN CENTS

Film Labor to Push Pension Bids in 1950

Outcome of Steel Crisis Won't Influence: Walsh

The issue of management-supported pensions for film industry workers is due to be given a "front seat" by industry unions in negotiations next year.

However, according to union executives, film labor is not necessarily drawing inspiration in this connection from current pension moves by United Steel Workers, United Mine Workers and other unions outside the motion picture industry. Thus, the plans of film unions for discussing pensions with the companies are not expected to be affected in any great degree by the outcome of the present steel strike. Film unions pen-

(*Continued on page 7*)

Slate Theatre Aids For NYC Bldg. Code

New York City's building code is slated for revision to make way for new theatres of more modern design, Mayor William O'Dwyer yesterday told a luncheon-rally held in his behalf at the Hotel Astor here by IATSE District No. 10.

O'Dwyer said he already has had conferences with other city officials looking toward the setting up of a revised code, and added that his aides are prepared to confer with builders and designers on the subject.

The luncheon featured addresses by the following in behalf of O'Dwyer's re-election next month: IATSE international president Richard F. Walsh, former Governor Herbert H. Lehman, Harry Hirshfield and Thomas Murtha, chairman of "IA" District No. 10 legislative committee.

20th-Fox Sets Five For Rest of 1949

Five productions will be released during November and December by 20th Century-Fox, it was announced yesterday by Andy W. Smith, Jr., sales vice-president.

The releases for November are "Everybody Does It," "Oh, You Beautiful Doll" and "Pinky"; set for December are "Fighting Man of the Plains" and "Prince of Foxes."

Justice Dep't. Recognizes the Need for Extending Deadlines on Partner Splits

WASHINGTON, Oct. 27.—RKO, 20th Century-Fox and any other film companies asking the Justice Department for extension of the deadlines for splitting jointly-owned theatres probably will have their requests granted if they can convince the Department they have been "in good faith" trying to negotiate deals.

A top Justice Department official said today that he had not had an official request for an extension from any company, but that "I wouldn't be surprised to see them coming in any day now."

He said that the Department realized that "they're right up against the deadline, with a gun at their heads. If they can show us they have been making a real effort to get rid of the theatres but have run into partners who have been trying to hold them up or that they haven't found any buyers, why we'll be inclined to grant an extension. On the other hand, if we find out that they've been using an extension as a club over the head of their partners, we'll just tell them to fight it out with the partners in court."

To Fight All Censor Threats: Johnston

In a speech read before the Annual Educational Conference at the Hotel Roosevelt here last night, Eric A. Johnston, president of the Motion Picture Association of America, warned that the film industry will "fight back at the threat of official censorship wherever it exists, wherever it is indicated, wherever it is symptomatic." The address was delivered by Francis S. Harmon, MPAA vice-president, in Johnston's absence. The latter is due in New York from London today.

Calling for a closer alliance between films and education, Johnston said that schools and films are among the "cita-

(*Continued on page 7*)

Coal Strike Affects PrintTransportation

BOSTON, Oct. 27.—Effective immediately, early morning freight service between Boston and Albany has been discontinued, including carrying film prints, due to the coal strike. Film exchange bookers' and salesmen's cars are being utilized to carry film between Boston and Albany exchanges, all of which are desperately rearranging bookings and schedules to get film to exhibitors.

New York, New Haven and Hartford and the Boston and Maine railroads are expected to follow suit. Early morning freight on the Boston and Albany Railroad carried the bulk of film deliveries.

Snyder, Mayor Hail Variety At New York Tent Induction

Variety Clubs was hailed as "the greatest humanitarian organization in the country" by U. S. Secretary of Treasury John W. Snyder, speaking at the closing banquet of the midwinter meeting held here at the Hotel Astor last night.

On the occasion of the formal induction of the New York Tent No. 35, Mayor William O'Dwyer welcomed the new unit, saying the city is "honored" by its presence here.

It was an evening of spectacle, celebrities, good humor and fellowship but beneath all the festivity lay International Variety's philosophy of charity. Virtually all the speakers stressed the importance of Variety's work in behalf of those whose misfortune it was to fall victim to illness or privation.

Over 1,000 Variety Club members and guests atttended the banquet, which was addressed by leaders in the film industry, government and civic affairs. Producer-actor George Jessel, who served as master of ceremonies, introduced the numerous celebrities. Other speakers, in addition to Secretary Snyder and Mayor O'Dwyer, were Robert J. O'Donnell, Max A. Cohen, William McCraw and Dr. Everett Clinchy.

Others invited to sit at the dais were: Barney Balaban, Carter Barron, Jack Berenson, Joseph Bernhard, Harry Brandt, Leo Brecher, R. K. Christenberry, J. Cheever Cowdin, George Dembow, Ned Depinet, George Eby, Gus Eyssell, Si Fabian, Edward H. Foley, Nate Golden, J. R. Grainger, Malcolm Kingsberg, Chick Lewis, Al Lichtman, Robert Mochrie, Charles C. Moskowitz, Herman Robbins, Sam Rosen, Nicholas M. Schenck, Spyros P. Skouras, Fred Schwartz, Al Schwalberg, Joseph Vogel, Richard Walsh, Milton C. Weisman, Murray Weiss, Marc Wolf, Adolph Zukor.

Also, Jack Alicoate, Alex Arnswalder, Robert Benjamin, Rabbi B. Birstein, Gene Buck, Tom Connors, Clarence Derwent, Joe Dwyer, Jay Emanuel, Robert Fannon, Vinton Freedley, Emil Friedlander, Herman

(*Continued on page 2*)

Deal Set for Wilby-Kincey Sale to Para.

Partners to Run Circuit Under Employment Pacts

ATLANTA, Oct. 27.—A deal has been made for the acquisition by Paramount of its partners' interests in Wilby-Kincey Theatres, it was confirmed here today by R. B. Wilby who said that he and H. F. Kincey, will continue to head the operation under Paramount Theatres employment contracts.

(In New York yesterday, a Paramount Theatres spokesman said that the deal has yet to be actually signed although the agreement substantially has been reached.)

The circuit comprises approximately 148 theatres in Alabama, North and South Carolina, Tennessee, Virginia and West Virginia. Of that number Paramount subsequently must dispose of 48 under terms of its consent de-

(*Continued on page 7*)

New Contracts for Schneider, Spingold

Employment contracts of Columbia's vice-president and treasurer A. Schneider, and advertising-publicity vice-president Nate B. Spingold will come up for approval at a stockholders meeting here on Nov. 23 which is being held in lieu of the annual stockholders meeting.

On the agenda is the election of nine directors and approval of the contracts of Schneider and Spingold as well as the issuance to Schneider of an option on 12,500 shares of common stock at the initial price of $12 a share.

Nominees for directors are: Harry Cohn, president; Jack Cohn, executive vice-president; Schneider; Leo M. Blancke; Spingold; A. Montague, sales vice-president; Donald S. Stralem of Hallgarten and Co.; Henry Crown, board chairman of Material Service Corp., and Arnold M. Grant,

(*Continued on page 7*)

Pecora Will Induct 35 New Pioneers

New York Supreme Court Justice Ferdinand Pecora will conduct the ceremonies at which 35 new applicants will be formally inducted into the Motion Picture Pioneers at the organization's 10th anniversary dinner on Nov. 16, at the Waldorf-Astoria Hotel here. Hal Horne is general chairman.

September Ticket Tax Highest in '49

Washington, Oct. 27.—General U. S. admission tax collections in September, reflecting August box-office business, were slightly below those in Sept., 1948, but were still the highest of any month in 1949, according to the Bureau of Internal Revenue. In both 1947 and 1948, September also set the high mark for the first nine months.

Sept., 1949 collections totaled $35,287,969, compared with $35,933,211 in Sept., 1948. July, 1949, collections were $28,661,712, Aug., 1949 collections were $34,326,269, and the previous high for the year was $34,716,074 in March.

Collections this year have exceeded 1948 in only four of the nine months, but the over-all totals are only slightly below those for the comparable period last year.

Entertainment Group Sets Lehman Lunch

Every branch of the entertainment industry—motion pictures, theatre, radio, television, and publishing—will be represented at a luncheon here to support the election to the U. S. Senate of Herbert H. Lehman, Tuesday at the Hotel Astor, it was announced here by Louis Nizer, chairman of the Theatre and Arts Division of the Independent Citizens Committee.

Meredith Sues Miracle

Actor Burgess Meredith has filed suit in New York Supreme Court aginst Benedict Bogeaus' Miracle Productions, Inc., alleging short payment for his services as one of the stars in "A Miracle Can Happen." Meredith is said to have received $50,000 for his role, but claims he is entitled to $12,500 additional. The defendant has filed a general denial of allegations.

Pledge Day's Salary

LOS ANGELES, Oct. 27.—Los Angeles Community Chest tomorrow will present its "C" award to G. A. Metzger, operator of the Roxie, Arcade and Central Theatres, and Jack Brower, of the Town Theatre, whose employees unanimously have pledged to contribute one day's salary to the Chest.

Paramount Signs Clift

HOLLYWOOD, Oct. 27.—Paramount has signed Montgomery Clift, winner of the Number One position in *Motion Picture Herald's* annual "Stars-of-Tomorrow" poll, to a contract calling for his services in one picture during 1950.

Dixie Film Explosion

NEW ORLEANS, Oct. 27.—An explosion in a tank of junk film caused considerable damage to the Dixie Film Co. here. As the exchange was closed, no injuries resulted.

Personal Mention

CHARLES EINFELD, 20th Century-Fox advertising-publicity vice-president, will return here today from the Coast.

•

JAMES M. CONNOLLY, Boston branch manager for 20th Century-Fox, has been appointed chairman of the motion picture distribution section of the Greater Boston Community Fund campaign for 1949.

•

WILLIAM B. ZOELLNER, M-G-M short subject and reprint sales head, has arrived in Washington from New York, first stop in a tour of Atlanta, New Orleans, Dallas, Oklahoma City and Memphis branches.

•

LEON BRANDT, Eagle-Lion advertising-publicity director, has left Chicago for the Coast.

•

WILLIAM ZIMMERMAN, RKO Radio attorney, has returned to New York from the Coast.

•

C. J. (PAT) SCOLLARD, director of Paramount's labor relations, will leave New York on Sunday for Chicago.

•

LOUIS B. MAYER and MRS. MAYER will leave here today for Hollywood.

SOL SCHWARTZ, RKO Theatres vice-president and general manager, is due here tomorrow by plane from an extensive tour of several European countries.

•

OSCAR A. DOOB, Loew's theatre executive, HARRY MOSKOWITZ, construction chief, and LESTER ISSAC, projection head, have returned here from the Coast.

•

A. W. SCHWALBERG, Paramount sales vice-president, has returned to New York from Minneapolis.

•

WALTER BIBO, Excelsior Pictures president, will leave here today for England and the Continent.

•

HERBERT J. YATES, Republic president, has arrived here from Europe on the *S. S. America*.

•

AL ZIMBALIST, vice-president and general manager of International Film Enterprises, is here from Hollywood.

•

A. H. BLANK, Tri-States Theatres head, and MRS. BLANK will leave here today to return to Des Moines.

•

CHARLES CHAUVEL, Australian producer, is in New York.

Snyder, Mayor Hail Variety

(*Continued from page* 1)

Gelber, William German, Morey Goldstein, Abel Green, Harold Klein, R. J. Kranze, Rev. Jas. J. Lynch, Arthur Mayer, William Morris, Jr.

Also, William P. O'Brien, John J. O'Connor, Edward K. O'Shea, Walter Reade, Jr., Jules Rieff, Samuel Rinzler, Saul Rogers, Morris Sanders, James Sauter, Solomon Strausberg, Saul Trauner, Gus Van, Walter Vincent and William White.

The evening began with cocktails and a procession to the banquet room. Massing of colors was conducted by American Legion Police Post No. 460, and the National Anthem was sung by Lucy Monroe. Taps was played for departed Variety members. Rabbi Bernard B. Birstein and the Rev. James J. Lynch conducted the convocation.

Entertainment began with a pageant depicting the history of the Variety Clubs.

The stage show featured Joe E. Lewis, Harvey Stone, Sheilah Bond, Al Kelly, Jim Kirkwood, Lee Goodman, Sid Gary, the Clarke Brothers, Myrtil and Pacaud, Vic and Audio, Francine White, Sid Stone, Frank Libuse, The DeLovlies and The Malagan Sisters.

N. Y. Variety Meets Monday

The annual meeting of the Variety Club Tent No. 35 for the election of officers will be held in the club rooms of the Variety Club of New York at the Hotel Astor here on Monday.

Buffalo Variety to Nominate And Vote on Bylaw Change

BUFFALO, Oct. 27.—Annual meeting of the Variety Club of Buffalo will be held on Monday evening, Nov. 7. Myron Gross, chief barker, reports nominations will be made for 11 canvasmen (directors) and two delegates to the International. Elections will be held Monday, Nov. 21. An amendment to the by-laws also will be considered, requiring an attendance of 25 per cent of resident barkers at any general meeting to insure a quorum.

Michigan Variety to Hold Its Annual Party on Nov. 18

DETROIT, Oct. 27.—The Variety Club of Michigan will hold its annual party for the benefit of its various charity projects on Nov. 18 in the Tuller Hotel here. Hatton Taylor, chairman of the committee for the event, will be assisted by Lew Mitchell, Jack Zide, Lou Helpert, Leonard Soskin and Louis Selinske.

Discuss Gift Nights

ALBANY, N. Y., Oct. 27.—Gift nights to stimulate attendance during the preholiday decline were discussed here yesterday by Saul J. Ullman, upstate general manager of Fabian theatres, at a luncheon attended by managers of Albany, Schenectady, Troy and Cohoes, following a screening of "Jolson Sings Again." Giveaways were successful during the recent Fabian 35th anniversary celebration. Warner Theatres here are holding one, for an automobile, Nov. 1.

New House for Yamins

HARTFORD, Oct. 27.—Nathan Yamins, New England area theatre owner, has announced plans for a 600-seater at Somerset, Mass., a suburb of Fall River.

Allied Lashing Not Meant for Us: CRI

Isidor Lubin, operating executive of Confidential Reports, Inc., checking agency employed by a majority of large film distributors, said here yesterday he felt that Allied States did not have his organization in mind when it adopted a resolution asserting that confidential information obtained by a checking firm was made available to all companies.

Allied also called upon the distributors "to discontinue at once the use of a central auditing agency."

'Seabiscuit' to Open In 255 Cities Nov. 2

Warner Brothers' Technicolor production of "The Story of Seabiscuit" will have a premiere simultaneously in 255 theatres on Nov. 2. Multiple premiere activities have already been set by Mort Blumenstock, Warner vice-president in charge of publicity and advertising.

E-L May Get Korda Film

Eagle-Lion is currently negotiating with Sir Alexander Korda for distribution rights here to his "The Winslow Boy."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BETTY HUTTON · VICTOR MATURE
"RED, HOT AND BLUE"
A JOHN FARROW production with
WILLIAM DEMAREST · JUNE HAVOC
IN PERSON
ERSKINE HAWKINS and his Orchestra
NELLIE LUTCHER
THE TRENIERS
STUMP & STUMPY
THE CLARK BROS.
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

Paul DOUGLAS - Linda DARNELL
Celeste HOLM - Charles COBURN
"EVERYBODY DOES IT"
A 20th Century-Fox Picture
On Stage—ETHEL WATERS
Extra!
MARY BETH HUGHES and DAVID STREET
ROXY 7th Ave. & 50th St.

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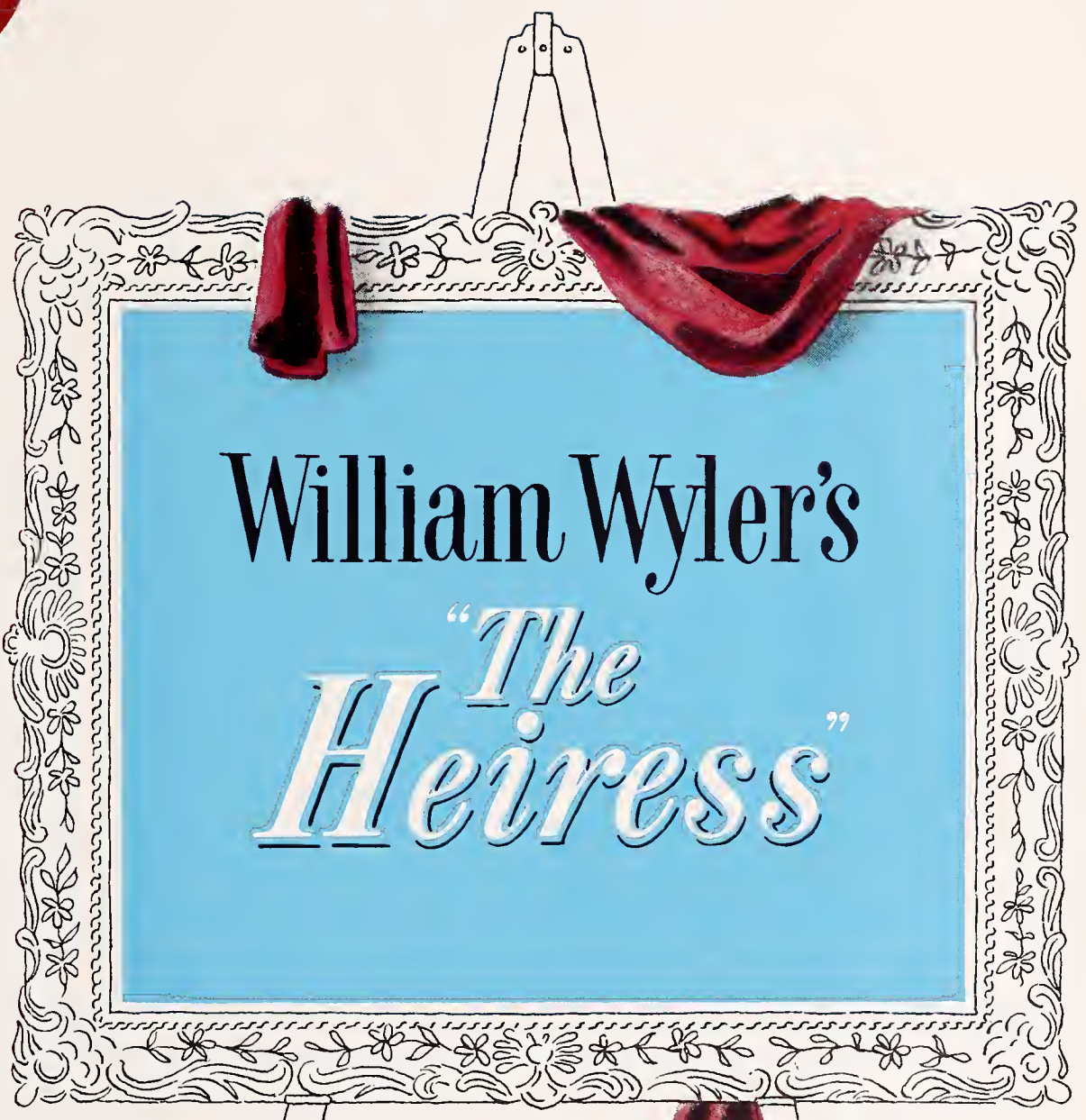
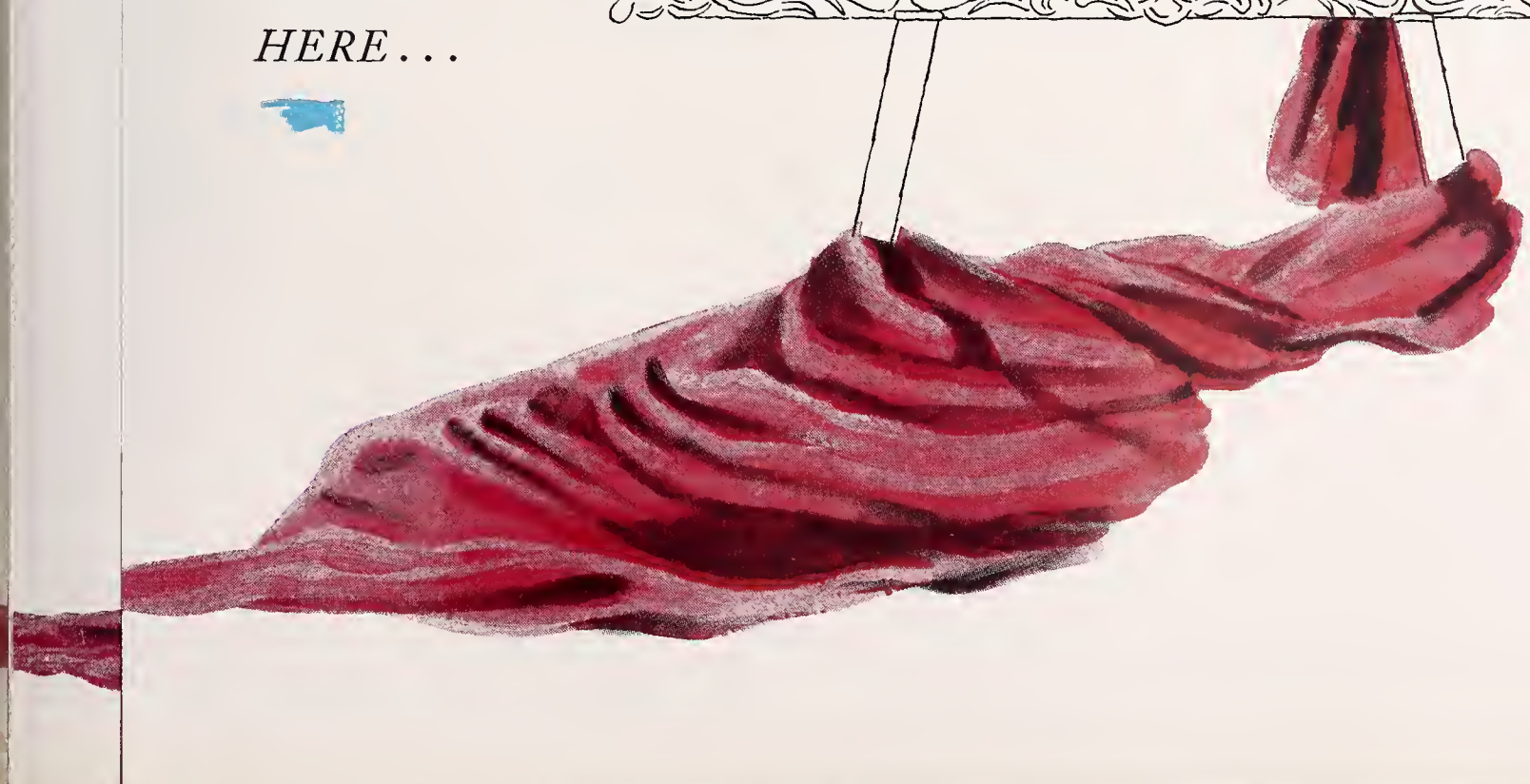
RADIO CITY MUSIC HALL LAUNCHED ITS BOXOFFICE CAREER. ITS NATIONWIDE ACCLAIM STARTS HERE . . .





Everywhere The Experts Hail Its Greatness!

"I've seen every picture made in '49 and this should not only win the Academy Award but get second and third place too."
—*Harry Brandt, Brandt Theatres*

"Picture of the Month." —*Redbook*

"Finer than Wyler's two award masterpieces, 'Mrs. Miniver' and 'Best Years of Our Lives'."
—*Jack Lait, Syndicated Columnist*

"One of 5 pictures in 20 years to win the Special Merit Award of Parents' Institute." —*Parents' Magazine*

'Superior to the play. De Havilland superb."—*Motion Picture Magazine*

"A definite contender for Academy honors. The whole of Hollywood can be proud." —*Hedda Hopper*

"Hollywood picture-making at its best." —*Liberty Magazine*

"Special Award Picture of the Year." —*Seventeen*

"A magnificent picture . . . among the finest that have been made."
—*Jean Hersholt, Former President, Motion Picture Academy*

...AND THESE ARE JUST A *FEW* OF THE TRIBUTES!

AND NOW THESE EXPERTS JOIN THE UNANIMOUS CHORUS OF ACCLAIM FOR "THE HEIRESS". . . . . .

"Wonderful entertainment." *—Ladies' Home Journal*

• • •

"One of the best films in many months." *—McCall's*

• • •

"Emotionally explosive movie. Impressive new triumph for Wyler and de Havilland." *—Look Magazine*

• • •

"One of the finest works in motion picture literature." *—Cue Magazine*

"Solid and impressive movie . . . sumptuously acted." *—Time Magazine*

• • •

"De Havilland's new bid for an Oscar. Wait 'til you see her." *—Syndicated Columnist Louis Sobol*

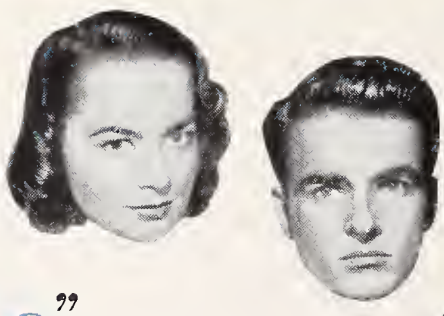
• • •

"Leading contender for Academy Honors." *—NEA Syndicate*

• • •

"Most absorbing screen drama of the year." *—N. Y. Sunday Times*

Great In Its Fourth Week at Radio City Music Hall—
Great In Its Second Week at Hollywood's Carthay Circle



William Wyler's

"The Heiress"

Finest of '49 — from Paramount

PRINTED IN U.S.A.

Another Fatality From Para. Decree

The Paramount Pictures Club, home office employes organization, will hold its annual dinner-dance at the Waldorf-Astoria Hotel tonight. It will be the last joint theatre-film company employes' affair, for after the company splits its theatre and production-distribution divisions into two separate corporations, on Jan. 1 annual social functions of the staffs will be conducted separately, if at all.

Schneider, Spingold

(*Continued from page* 1)

member of Weisman, Grant and Jaffe, attorneys.

The Schneider contract up for approval was entered into by Columbia on March 4, 1949. The contract is for seven years commencing as of Sept. 15, 1948, and calls for a weekly salary of $1,800 to Sept. 14, 1949, $2,500 thereafter to Sept. 14, 1953, and $2,750 thereafter to Sept. 14, 1955.

Spingold's contract is for five years from March 3, 1949, with an option to the company to change the nature of Spingold's services and "reduce the amount of time to be devoted to such services at any time on or after March 2, 1951."

The contract calls for Spingold's continuing employment at a salary of $1,500 per week to Sept. 15, 1949, and $2,000 thereafter for the balance of the employment time.

Wilby-Kincey, Para.

(*Continued from page* 1)

cree. The deal appears to be similar to the Paramount-Richards partnership dissolution whereby Paramount took over 100 per cent ownership from E. V. Richards and now must dispose of about one-third of the theatre properties.

Paramount owned a 50 per cent interest in most of the Wilby-Kincey theatres. While the specific purchase price for the W-K half interest was not disclosed, it is believed to be in the neighborhood of the $3,500,000 which Paramount paid to Richards for his half interest in a comparable number of theatres.

Labor, Pensions

(*Continued from page* 1)

sion demands will have their roots in the film industry economy exclusively, it was said.

IATSE international president Richard F. Walsh, who has been asked by Hollywood studio unions to act in behalf of their demands for management-backed pension plans, said here yesterday that the outcome of the steel situation will not alter the Coast locals' aim. He said he has not undertaken yet to meet with company heads on the subject, but will do so before the locals hold their convention in mid-1950. It is expected that Walsh will not approach the companies until after the first of the year since he recently was called upon to confer with managements in behalf of the demands of laboratory technicians and other locals, and presumably would prefer to let some time elapse before broaching new proposals.

Another union which is regarded as certain to put forth demands for pensions in negotiations next year is the Colosseum of Motion Picture Salesmen of America. Representing over 1,000 film salesmen, the Colosseum attempted in current negotiations to introduce a demand for retirement and health and accident insurance benefits, but the demand was disqualified because their contracts called for reopening of negotiations at this time only on wages and/or expense grants.

Two Have Pension Plan

At least two of the distributors, Loew's and 20th Century-Fox, have employee pension plans in force. They are said to cover mainly home office and exchange workers.

Walsh pointed out yesterday that IATSE locals other than those at the Hollywood studios chose at the last "IA" convention to negotiate for pensions on their own. It is expected, however, that they will wait to see the outcome of Walsh's forthcoming pension talks with the companies before making definite arrangements to put forth their own pension demands.

Phonevision, "Piped" TV, Not Yet Ready

CHICAGO, Oct. 27.—Zenith's Phonevision system, the pay-as-you-see device which will bring first-run films direct to homes, will not be available for commercial use until next January, Ted Leitzel, Zenith's public relations head, disclosed. Although the device has been ready for nearly two years, red tape and the final approval by the FCC is delaying the operation, he said.

Johnston Due Today From European Trip

Eric Johnston, Motion Picture Association of America president, is scheduled to arrive at Idlewild Airport here early today from England after a five-week tour of Europe for ECA and on film matters.

He will leave almost at once for Washington from La Guardia Field without visiting the MPAA offices here. From Washington he will go to White Sulphur Springs, W. Va., where he and Mrs. Johnston will be among the guests at a dinner to be given to India's Prime Minister Nehru by Defense Secretary Louis Johnson.

Returning to Washington, the MPAA head is tentatively slated to discuss his European trip at a press conference on Monday. Returning with him from Europe is Edward Cheyfitz.

Johnston is expected to remain in the capital for some time, and may testify before a special House Judiciary sub-committee studying the need for tighter anti-trust laws.

Censorship Threats

(*Continued from page* 1)

dels of freedom (which) are always under first attack by those who want to regiment minds and control thinking."

Citing the current censorship dispute in Memphis over "Curley," he told the education group that "We are fighting that case out in the courts. The American motion picture industry isn't taking threats to its freedom lightly. We are not going to be pushovers for outside regulation."

PARAMOUNT IN THEATRE TRADE SHOWS

Before Audiences
Oct. 31 thru Nov. 30

• • •

"DEAR WIFE"

starring

WILLIAM HOLDEN • JOAN CAULFIELD

BILLY DE WOLFE • MONA FREEMAN

EDWARD ARNOLD

with Arleen Whelan • Mary Philips

Produced by RICHARD MAIBAUM • Directed by RICHARD HAYDN

Written for the screen by Arthur Sheekman and N. Richard Nash as a sequel to Norman Krasna's "DEAR RUTH"

PLACE OF SCREENING

PLACE	DATE	PLACE	DATE
ALBANY Delaware Theatre	Wed., Nov. 9	MEMPHIS Strand Theatre	Fri., Nov. 11
ATLANTA Fox Theatre	Wed., Nov. 30	MILWAUKEE Palace Theatre	Fri., Nov. 4
BOSTON Fenway Theatre	Mon., Nov. 7	MINNEAPOLIS Radio City	Wed., Nov. 2
BUFFALO Paramount Theatre	Fri., Nov. 11	NEW HAVEN Paramount Theatre	Tues., Nov. 8
CHARLOTTE Paramount Proj. R'm 9:15 A.M.	Mon., Nov. 7	NEW ORLEANS Paramount Proj. R'm 10:00 A.M.	Wed., Nov. 9
CHICAGO Paramount Proj. R'm. 1:30 P.M.	Mon., Nov. 7	NEW YORK Loew's Lexington Theatre	Mon., Nov. 21
CINCINNATTI Albee Theatre	Tues., Nov. 22	OKLAHOMA CITY Criterion Theatre	Mon., Nov. 21
CLEVELAND Loew's State Theatre	Mon., Oct. 31	OMAHA Paramount Theatre	Wed., Nov. 16
DALLAS Palace Theatre	Thurs., Nov. 10	PHILADELPHIA Tower Theatre, Upper Darby, Pa.	Mon., Nov. 7
DENVER Denham Theatre	Tues., Nov. 8	PITTSBURGH Stanley Theatre	Thurs., Nov. 10
DES MOINES Des Moines Theatre	Wed., Nov. 16	PORTLAND Orpheum Theatre	Mon., Nov. 14
DETROIT Michigan Theatre	Mon., Nov. 21	SALT LAKE CITY Centre Theatre	Mon., Nov. 14
INDIANAPOLIS Indiana Theatre	Tues., Nov. 22	SAINT LOUIS Missouri Theatre	Mon., Nov. 14
JACKSONVILLE Florida Theatre	Wed., Nov. 16	SAN FRANCISCO Paramount Theatre	Mon., Nov. 7
KANSAS CITY Paramount Theatre	Fri., Nov. 18	SEATTLE Coliseum	Mon., Nov. 14
LOS ANGELES Beverly Theatre, Beverly Hills	Thurs., Nov. 17	WASHINGTON Loew's Palace Theatre	Wed., Nov. 9

Speaking of Industry Public Relations... Now is the time to play

"Hamlet"

Many exhibitors have written us and spoken to us, saying that one of the most effective ways to improve Industry public relations is to blanket the country with HAMLET, the J. Arthur Rank-Laurence Olivier production, which has received every honor that could possibly be bestowed on a motion picture.

Universal-International is aware of this opportunity and is now making HAMLET available for mass exhibition.

The box-office success of HAMLET proves that any movie audience will support and enjoy it immensely.

Therefore we are making HAMLET available to you for a continuous performance engagement or for the type of engagement that best suits your auspices and your community.

We have asked our branch managers and our salesmen all over the country to declare this policy to you in person.

If you want one of the great attractions of all time, if you want to do your community a real service in the way of public relations, then we suggest you make a point of playing HAMLET immediately.

UNIVERSAL-INTERNATIONAL PICTURES

A J. ARTHUR RANK ENTERPRISE

Laurence Olivier presents

"Hamlet"

by William Shakespeare

A TWO CITIES FILM

Under the management of FILIPPO DEL GIUDICE

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THE Film DAILY

FWC Books "Hamlet" For Entire Circui

Under a deal with Charles I Skouras all Fox West Coast Thea ters will play Laurence Olivier "Hamlet," Nate J. Blumberg, presi dent of U-I, announced yesterday Arrangement is one of the first i U-I's drive for mass distribution c the film. Skouras referred to "Ham let" as a proved box office attractior and said its exhibition was an effec tive way to improve industry publi relations, and would be a real com munity service.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 84 NEW YORK, U.S.A., MONDAY, OCTOBER 31, 1949 TEN CENTS

Allied All Set For Decree 'Enforcement'

Valid Complaints to Be Forwarded to US: Myers

WASHINGTON, Oct. 30.—Allied States Association will not set up any new "vigilante committee" to police violations of the various court decrees, but rather will work through established Allied channels, general counsel Abram F. Myers stated here at the weekend.

Commenting on last week's Allied convention at Minneapolis, which he termed a "striking demonstration, probably the largest exhibitor meeting ever held," Myers said that suggestions had been made to set up such a police organization. He added that he had made it clear to the Allied members making this suggestion that any such body would be deluged with rumors and hearsay, and had suggested that when an exhibitor sees what he

(*Continued on page 4*)

Add 4 Members to TOA Trade Group

To be certain of having complete geographical representation on its exhibitor-distributor relations committee, the Theatre Owners of America has added four members to what was originally a 17-member unit, TOA executive director Gael Sullivan reported here at the weekend. It is, therefore, now a 21-member committee.

The additions are: Guthrie Crowe, Kentucky; Alfred Starr, Tennessee; Robert Livingston, Nebraska, and Morris Loewenstein, Oklahoma. Also, Charles Gilmore of Colorado has replaced B. D. Cockrill on the committee. Walter Reade, Jr., is chairman.

Resume Colosseum Talks in Chicago

Representatives of distributors and the Colosseum of Motion Picture Salesmen will resume negotiations on wages and expenses tomorrow in Chicago. It will be the third meeting looking to modification of the union's contracts, which will expire in Oct., 1950. Negotiations held in New York and New Orleans during the past two months ended in deadlocks.

Atlanta Censor Finally Approves 20th's 'Pinky,' But Regrets Racial Productions

ATLANTA, Oct. 30.—After much waiting and deliberation, Darryl F. Zanuck's production of "Pinky" was passed here on Friday by the local censor, Christine Smith. Soon after the decision was announced, 20th Century-Fox officials moved quickly and set the Southern premiere at the 2,400-seat Roxy Theatre for Thursday, Nov. 17.

In explaining her approval of the picture, Miss Smith said firmly she was sorry that Hollywood had started to make racial pictures.

"The problem is so complicated and many people have devoted a lifetime to it without finding the answers," she stated.

The former school teacher, who has been deciding what Atlanta would and would not see for the last four years, made no effort to conceal her misgivings about the verdict she reached.

"I know this picture is going to be painful to a great many Southerners. It will make them squirm, but at the same time it will make them realize how unlovely their attitudes are.

"However, I hope the public will understand and view this picture as

(*Continued on page 4*)

Five-Year Production High at Warner Studio

HOLLYWOOD, Oct. 30.—Production activity at Warner Brothers studios will zoom during November to the highest level attained by that organization in five years, it is announced by Jack L. Warner, executive producer.

Six "top-flight" pictures will go before the cameras between Nov. 1 and Nov. 30, bringing to 10 the total on Warner sound stages. "This number includes some of the most important productions from the company's 1949-50 production schedule and represents a further realization of Warner Brothers' 'planned production' policy which preceded launching of the studio's program this year," a company statement said.

Starting in November will be "Storm Center," starring Ginger Rogers, with Stuart Heisler directing and Jerry Wald producing; "The

(*Continued on page 6*)

3 Percentage Suits Filed in Kentucky

LEXINGTON, Ky., Oct. 30.—Price Coomer is the defendant in three percentage suits filed here by Columbia, Universal and United Artists, each bringing a separate action in U. S. District Court for alleged falsification of returns on percentage pictures exhibited at the New Harlan Theatre in Harlan, Ky.

Clinton M. Harbison of the Lexington firm of Harbison, Kessinger, Lisle and Bush, and Evans L. DeCamp of the Cincinnati firm of Paxton and Seasongood are attorneys for each of the distributors. Sargoy and Stein of New York are of counsel.

Warner, Justice in Talks for Decree

Warner Brothers and the Department of Justice have begun negotiations looking toward a consent decree settlement of the government's anti-trust charges against the film company, it was learned over the weekend.

At the Warner home office, however, it was stated that the proposals submitted were for theatre divestitures requested by the Federal court and were not necessarily consent decree proposals.

Warner has submitted a proposed judgment, including specific plans for divorcement, divestiture and trade practices, and "more than one meeting" has already been held between

(*Continued on page 6*)

Film Firm Dividends Again on the Rise

WASHINGTON, Oct. 30.—Publicly-reported cash dividends by film companies in September topped those of Sept., 1948, amounting to $7,419,000, compared to $7,280,000, the Commerce Department reported today. This was the third time that a 1949 month exceeded 1948.

However the total for the first nine months of this year is sharply below that for the same 1948 period, but this is largely due to the fact that Stanley Co. has not reported any of the dividends it has paid. A few companies have also reduced their 1948 dividend

(*Continued on page 6*)

Yates Reports 'Collapse' of UK Production

Says Rank, British-Lion Unable to Repay Loans

The "collapse" of British production and the unworkability of the playing time quota system in England were reported on Friday by Herbert J. Yates, president of Republic, upon his return to New York from a five-week tour of Europe.

Herbert J. Yates

He said that the indebtedness of both the J. Arthur Rank Organization and British-Lion, the principal production firms, is "so great" that neither will be able to repay bank and government loans and that he sees "something happen-

(*Continued on page 6*)

Yates Buys 8,500 Shares of Republic

WASHINGTON, Oct. 30.—Republic president Herbert J. Yates bought 8,500 shares of his firm's common stock in August to boost his total holdings to 87,831 shares, the Securities and Exchange Commission reported here today. He also holds 1,000 shares of Republic $1 cumulative preferred.

The latest SEC report on trading by officers and directors in their film company's stocks covered all reports

(*Continued on page 6*)

Republic in 'Greatest' Season Yet: Yates

Republic is experiencing "the greatest season it ever had" in the domestic market, Herbert J. Yates, president, told the press here on Friday. He declined to go into detail, saying final figures will not be in for another few weeks. James R. Grainger, executive vice-president, when asked for some elaboration, said simply that "sales are better."

Personal Mention

MORT BLUMENSTOCK, Warner advertising-publicity vice-president, will return to New York today from the Coast.

•

DON SWARTZ, Independent Film Distributors, Minneapolis; JACK ZIDE, Allied Film Exchange, Detroit, and MAX ROTH, Capitol Film Exchange, Chicago, were in New York all last week for conferences with R. M. (BOB) SAVINI, Astor Pictures president.

•

DR. HARRY F. OLSON, director of the acoustical research laboratory of RCA, was presented with the first "John H. Potts Memorial Award" at the Audio Engineering Society's banquet here on Friday.

•

RITA DOYLE of the business department of Quigley Publications, and DONALD JOSEPH FOXE will be married Nov. 12 at the Church of Saint Nicholas of Tolentine, New York.

•

HERMAN L. RIPPS, M-G-M assistant Eastern division sales manager, is in charge of the company's Philadelphia exchange while manager LOU FORMATO tours Europe.

•

BARRETT KIESLING of M-G-M's studio publicity department was in New York from Washington over the weekend and left here yesterday for the Coast.

•

BOB MAITLES, son of SIG MAITLES of M-G-M's advertising department, celebrated his Bar Mitzvah on Saturday.

•

LEN GOLDSMITH, Screen Publicists Guild business manager, left here at the weekend for Cleveland to attend the CIO convention.

•

AL SCHLOSSBERG, formerly with Eagle-Lion and Distinguished Films, has joined Superfilm as a salesman in the New York area.

•

A. J. O'KEEFE, Universal-International assistant general sales manager, returned here from Kansas City over the weekend.

•

ED BERKSON of Screencraft Pictures, and MRS. BERKSON are the parents of a boy, ALAN JEFFERY.

•

JERRY HOWARD, Regal Films advertising-publicity chief, will arrive here today from Hollywood.

•

JOHN K. HILLIARD, Altec Lansing chief engineer, is in New York from Los Angeles.

Goodman Quits Discina

Morris Goodman, former head of Republic's foreign operations, has resigned as president and director of Discina International Films, distributor of foreign films, and has disposed of his interest in the company. Goodman's future plans will be announced soon.

Tradewise . . .

By SHERWIN KANE

THE need for authoritative clarification of the new rules of play under which the industry operates now becomes ever more apparent.

The sounding boards of two national exhibitor conventions, Theatre Owners of America's last month and Allied States' this month, disclosed considerable exhibitor dissatisfaction with things as they are. In the case of Allied, which is celebrating its "victory" year, it is a little puzzling to observe that so many fruits of the victory are proving so unpalatable. But its convention complaints do point up the need for further definition of the tabus and edicts imposed upon the industry by the courts.

Both TOA and Allied have expressed opposition, among other things, to the manner in which competitive bidding is being conducted; both have denounced sales policies which prescribe licensing terms for a picture which are so costly to the exhibitor that he is compelled to increase his admission prices in order to make a profit if he feels he cannot afford to pass up the picture in question. Both national organizations have received complaints from members concerned with clearance and availability schedules, or the lack of them.

•

On the compulsory increased admissions complaint, as it is termed by exhibitors, TOA has asserted that the sales policies devised by distributors to give effect to it are illegal, in the opinion of its counsel, Herman Levy.

The charge of illegality, of course, is based upon the U. S. Supreme Court's ruling that price fixing is illegal per se.

Distributors reply that in determining their sales policies they are not concerned with what the exhibitor charges as admission to his theatre. They insist that the admission price is the exhibitor's business; that they have nothing to do with that. How can illegal price-fixing be deduced from that, they ask.

If we cannot afford to buy the picture at the terms set by the distributor unless we increase admission prices, and we do so involuntarily, then the sales policy has the effect of violating the law, the exhibitor replies.

There the matter stands and there it will stand until there has been authoritative clarification of whether the law has been violated when an exhibitor who is not compelled by a distributor to buy a picture is, after buying it, compelled to increase his admission prices in order to exhibit it profitably.

•

On the subject of clearance schedules, distributors firmly declare that they will have no part of uniform arrangements for any situation, for to do so, their lawyers advise them, would be a clear violation of the law.

Allied States disagrees. Its general counsel, Abram Myers, is reported to have expressed the opinion at the Minneapolis convention last week that clearance schedules voluntarily agreed upon by exhibitors and unanimously presented by them to distributors would be legal.

Again, buyer and seller stand on opposite sides of the fence. Authoritative clarification alone can resolve the difference.

Where is the clarification for these and other important trade questions to be had?

TOA proposes to deal directly with distribution companies. That holds the promise of settling a specific complaint and of setting up general rules of procedure for other and future complaints, in the event distributors feel they are free to participate. If the Department of Justice could be induced to advise on the procedure or its results, a very substantial contribution to industry practices could be made. Assuming the purpose and the method, at least, recommend themselves to the Department, distributor participation would be on an effective level and should warrant, as well, the participation of Allied and perhaps other organizations.

Without some such clearance it would seem that distributor action would be so circumscribed that few of the major problems dividing buyer and seller now could be dealt with effectively.

Except for recourse to litigation by test case or otherwise, the only other decisive procedure is arbitration. That prospect, in itself, suggests the potential importance to the industry of continuing to maintain an arbitration tribunal to which industry problems are not unknown. It is something to consider now that the future of the industry arbitration system is about to be decided.

Newsreel Parade

PANDIT NEHRU's tour and Mrs. Anderson, new Ambassador to Denmark, are current newsreel highlights. Other items include news happenings around the world, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 87 — Record flight of British jet plane. Greek Minister Tsaldaris in Arizona. Lady Godiva memorial. Pandit Nehru in Canada. Sweepstake winners. Tennis. Water skiing.

NEWS OF THE DAY, No. 217—Jet airliner sets world record. Lady Godiva memorial. Leopold seeks to regain throne. Pandit Nehru in Chicago. Fashion trends. Hippo has tootache.

PARAMOUNT NEWS, No. 20—Tennis. Oldest known bible scroll on display. Highlights of Franco's visit to Portugal. Newest in aviation. Gen. Eisenhower urges parley on nation's welfare.

TELENEWS DIGEST, No. 43-B—China: Reds reach Hong Kong. Spy trouble in Korea. Mrs. Kasenkina publishes book on her "leap to freedom." Art competition in New York. U. S. Senators entertained in Spain. Lady Godiva memorial. England's proposed nationalization of sugar discussed.

UNIVERSAL NEWS, No. 295 — British monetary crisis. Mrs. Anderson, new U. S. Ambassador to Denmark. Channel-swimming sea lion returns home. Tennis. Football. Bird migration. Wrestling.

WARNER PATHE NEWS, No. 22—Mrs. Anderson, new Ambassador to Denmark. Jack Warner receives French award for "gratitude train." Canada's quadruplets. New airplane. Harrisburg marks 150 years of brotherhood. Modern glass house. Fur fashions. Sports. Tennis. Football.

AMPA Meet to Vote On Dissolution Issue

Officers and directors of the Associated Motion Picture Advertisers at a meeting here Friday voted to have a general membership meeting decide whether the 33-year-old organization of Eastern motion picture advertising, publicity and trade press personnel should continue in existence.

There has been a division of opinion among AMPA's executives on the question. Max E. Youngstein, the organization's president, is expected to soon call a general membership meeting which will make the decision. It is understood that the New York Variety Tent No. 35 has indicated a willingness to absorb AMPA's membership without charging initiation fees.

Confer With Rathvon On Five for E-L

Plans for a sales campaign for five films backed by N. Peter Rathvon's Motion Picture Capital Corp., and to be released by Eagle-Lion were set at conferences on the Coast between Rathvon, L. Jack Schlaifer, E-L sales manager, and Leon Brandt, director of advertising-publicity. Fred Stein, special assistant to E-L's William Heineman, has left Hollywood on a series of nationwide meetings on E-L product. He is due in Dallas today. Schlaifer and Brandt are due in New York today.

Handles Lippert Product

HOLLYWOOD, Oct. 30.—John Mangham, Screen Guild Atlanta franchise holder, will distribute Lippert pictures for the forthcoming year, it is announced by Arthur Greenblatt, Lippert sales manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

When "My Friend Irma" Steps Out, Business Steps Up!

"She Outgrossed 'Sorrowful Jones'
in Seattle, San Francisco, Fitchburg, Mass., Columbia, Mo. and at N.Y. Paramount!"

"She Kept The Lines Busier Than 'Sorry Wrong Number'
in towns like Albany, Hartford, Evansville, Sioux City and Cedar Rapids!"

"She Outpulled 'Rope of Sand'
in Omaha, New Haven, Springfield, Newburgh, Marion, O. and Hollywood—to mention just a few!"

"She Tripled 'The Accused'
in Little Rock and topped it in Louisville, Atlantic City and other situations!"

"She Builds Like 'Dear Ruth'
—Paramount's niftiest builder in years!"

And **Paramount** tops all this great news with the word that Hal Wallis soon starts filming "My Friend Irma Goes West," the sequel showmen are demanding.

starring

HAL WALLIS' production · JOHN LUND · DIANA LYNN · DON DeFORE

MARIE WILSON and introducing DEAN MARTIN and JERRY LEWIS

Directed by GEORGE MARSHALL

Screenplay by Cy Howard and Parke Levy • Based upon the CBS radio program "MY FRIEND IRMA" created by Cy Howard

4 GREAT SONG HITS by Livingston & Evans • "Just For Fun" • "My Own, My Only, My All" • "My Friend Irma" • "Here's To Love"

MPAA to Miss 'P.R.' Approval Deadline

Washington, Oct. 30.—With no meeting of the board of Motion Picture Association of America scheduled for tomorrow, it was apparent that the sponsor of the industry public relations plan will be unable to give its formal board approval by the Nov. 1 deadline set at the Chicago "P.R." meeting in August.

MPAA's technical defection was due to president Eric Johnston's extended European trip on the ECA and film matters. He returned from Europe on Friday and got back to Washington today from White Sulphur Springs, W. Va., where he attended a dinner for India's Prime Minister Nehru. The MPAA board is expected to meet later this week when its approval of the plan will be voted.

Film Production in Australia May 'Melt' Funds: Chauvel

Possibility of several major film companies using their frozen funds in Australia to engage in film production there in association with him was hinted at by Charles Chauvel, veteran Australian producer, whose "The Rugged O'Riordans" was made in Australia for Universal-International general release.

Chauvel, who is on his first visit to New York, explained during an interview at the U-I home office at the weekend that he has brought three story properties with him from Australia and has the support of Australian authorities in seeking to encourage production there. He said that one story property requires a combination of American and Australian actors and he would probably borrow personalities from Hollywood since the production would be an ambitious one.

He suggested that joint American-Australian productions made in Australia, such as "The Rugged O'Riordans," made jointly and financed by U-I and Greater Union Theatres of Australia, would help to advance the prestige of Hollywood-made American films in his country.

"The Rugged O'Riordans," known in Australia as "Sons of Matthews," will be released in the U. S. by U-I in January. It will open in Australia in a few weeks.

Chauvel described "The Rugged O'Riordans" as the most expensive and ambitious production made in Australia to date. Due to limited studio facilities there at the start of the production, it was 14 months in production and an additional eight months in cutting and editing due to the power shortage from a coal strike.

Tests Seek Cut In Film Fires

WASHINGTON, Oct. 30.—A group of U. S. Government and film industry officials will begin another series of tests tomorrow to see if they can further reduce film vault fire losses. James Cummings of National Archives, chairman of the government Inter-Agency Advisory Committee, is in charge of the tests.

The same groups conducted a series of similar experiments during 1948 at the U. E. Experimental Agricultural Station at Beltsville, Md. Those experiments showed fire losses could be held down to two per cent with the proper combination of film, sprinklers and vaults.

The new tests, which will also be held at Beltsville, will concentrate on the use of permanent, insulated, compartmented storage racks. They will employ combinations of both open and closed front racks and deluge and automatic sprinkler systems.

Eight tests will be held in all, running twice weekly through Nov. 9. Industry representatives at the series will include John D. McCullough of the Motion Picture Association of America, Henry Anderson of Paramount, and John McFarland of 20th Cetnury-Fox. Technicolor, Warner Brothers, Eastman Kodak, Dupont, fire insurance companies and others will also be represented.

Allied on Decrees

(*Continued from page* 1)

believes to be a violation of any court decree, he summarize it in a letter to his regional association, which will decide whether there is anything to the complaint. If there is, then the regional association or Myers will help put the complaint in affidavit form for submission to the Justice Department. This will weed out all "I heard that" complaints, Myers said.

The Allied counsel said that any further action on complaints about sales policies which force increased admission prices would depend on whether the distributors continue these policies. He cited a letter from Columbia sales head Abe Montague denying any such plans on "Jolson Sings Again," and said that Allied action depends on whether Columbia lives up to this letter or does try to force price boosts. "Again," Myers said, "that will depend on what specific evidence we can get—not on vague reports."

Further developments on Allied's study of the drive-in field is entirely up to the special committee headed by Sidney Samuelson, Myers said. It will decide when and where to meet, whether drive-in operators should be regular Allied members or organized in an auxiliary unit or whether Allied should be departmentalized.

Asked whether Allied might accept a suggestion by Theatre Owners of America that exhibitors form a united front on a trade practice code, Myers said that it would be a matter for the Allied board to decide. "If it is before us when the board meets early next year, we'll consider it then," he said.

Atlanta's Censor Approves 'Pinky'

(*Continued from page* 1)

entertainment which mirrors both the darker side and the progressive side which all good entertainment should have."

"When I saw the picture for the first time, I thought "Pinky" would create better understanding in the South, although there are some things I believe could have well been omitted," said Miss Smith. "I think the picture will show the South that Negroes are different than they think they are and that Negroes are people and individuals."

Miss Smith said that most people do not understand that the conflicts going on in the South are between old prejudices and problems which have been inherited and the desire of some people to be fairminded about the race problem.

Rogers Heads PRB

Charles (Buddy) Rogers has been elected president of PRB, Inc., producing radio and television package shows and engaging in personal management. Mal Boyd was named vice-president and attorney Paul O'Brien is secretary. The three and Mary Pickford comprise the board.

DeMille a "Fall Guy"

Cecil B. DeMille is scheduled to be the next "fall guy" for the Circus Saints and Sinners at their monthly luncheon to be held in late November at the Waldorf-Astoria Hotel. Secretary of Labor Maurice Tobin was the "fall guy" at the October luncheon, held last Friday.

TESMA to Hollywood

CHICAGO, Oct. 30.—National office of the Theatre Equipment and Supply Manufacturers Association will be moved from here to Hollywood, according to Roy Boomer, secretary-treasurer. New quarters are to be opened on Nov. 10.

Lauds Assistance of Films in Education

Teachers Film Custodians, which has been rendering educational services to schools and colleges for the past 10 years, was hailed as a "wonderful ally in the field of education" by Frank S. Hackett, head master of Riverdale Country School, in an address before the Annual Educational Conference here on Friday. Through it, he said, the film industry has provided highly effective teaching aids.

Member companies of the Motion Picture Association of America provide Custodians with short subjects and cuttings from features without charge which are deemed useful for classroom showings.

Okays 'Boundaries' In West Memphis

MEMPHIS, Oct. 30.—"Lost Boundaries," race relations film which was banned from Memphis screens by the Board of Censors last August, will open today at the Joy Theatre in West Memphis, Ark., Fred Jaynes, owner of the theatre, said here, adding that he had been informed by Mayor P. M. Dacus in that town it would be all right to show the film.

U-I Uses N. Y. Locale

Shooting has started here on Universal-International's "Web of the City," semi-documentary which will utilize Manhattan locations. George Sherman is directing a cast recruited largely from the New York stage, with Peggy Dow, Richard Conte and Coleen Gray the only players from Hollywood. Leonard Goldstein is producing.

Kamen, Disney Aide, In Azores Crash

Kay Kamen, 56, head of the agency of the same name which handles the licensing of Walt Disney designs to manufacturers, and his wife, Kate, 40, fashion designer, were among the 48 persons killed in the Air France plane which crashed on a mountain in the Azores on Friday. The Kamens were returning to New York from a business trip to Paris.

Kamen is said to have first suggested to Disney the licensing to manufacturers of Mickey Mouse and other characters from the film cartoons. Though he crossed the Atlantic many times, for a long time Kamen refused to fly because of the death of a friend in a crash. Only recently he decided to take to air travel to save time.

'Battleground' Opens Nov. 9 in Washington

M-G-M will launch "Battleground" on Nov. 9 at an invitational premiere at Loew's Capitol, Washington, with the list of invited guests headed by President Truman. Simultaneous openings will follow the next day in New York and Bastogne, Belgium. Producer Dore Schary, George Murphy and John Hodiak will attend both the New York and capital showings.

Fear Long Strike

CLEVELAND, Oct. 30.—The steel and coal strikes are reflected in lower box-office takes in this area where these industries regularly employ many thousands. Theatre owners fear the effects of a long drawn out strike.

Vaudeville in Oakland

SAN FRANCISCO, Oct. 30.—Vaudeville returns to Fox West Coast's Orepheum Theatre, Oakland, on Nov. 10 with eight touring acts and a feature film, to be shown four times daily.

We told you...

MONOGRAM'S ALL-TIME BIGGEST PROGRAM IS HEADING YOUR WAY!

and here's the PROOF!

4 CINECOLOR Specials

- BLUE GRASS of KENTUCKY
- YOUNG DANIEL BOONE
- COUNTY FAIR
- HIAWATHA

- SQUARE DANCE KATY starring Jimmie Davis And The Sunshine Band
- 2 starring BOMBA, The Jungle Boy
- 2 starring Roddy McDowall "KILLER SHARK" "TYPEE"
- 4 starring The BOWERY BOYS
- 2 starring JIGGS and MAGGIE
- 2 starring JOE PALOOKA
- 2 "HENRY" Comedies
- 3 JAMES OLIVER CURWOOD NORTHWEST ADVENTURES starring "Chinook" The Wonder Dog
- 4 OUTDOOR ADVENTURES
  - PANAMA CANAL
  - CUSTER'S LAST STAND
  - FORT OSAGE
  - SIDE SHOW
- 6 starring WHIP WILSON
- 6 starring JOHNNY MACK BROWN

COMPLETED JAN. 1 RELEASE

"BLUE GRASS OF KENTUCKY"

Color by CINECOLOR

Starring
BILL WILLIAMS
JANE NIGH
RALPH MORGAN
ROBERT "BUZZ" HENRY

COMPLETED DEC. 18 RELEASE

"BOMBA ON PANTHER ISLAND"

Starring JOHNNY SHEFFIELD
ALLENE ROBERTS LITA BARON

COMPLETED NOV. 20 RELEASE

LEO GORCEY and The BOWERY BOYS in Master Minds

with HUNTZ HALL Gabriel DELL · Alan NAPIER
ATLAS, The MONSTER played by GLENN STRANGE

IN PRODUCTION

"YOUNG DANIEL BOONE"

COLOR BY CINECOLOR

with David BRUCE · Kristine MILLER DAMIAN O'FLYNN MARY TREEN

Forsakes Crime and Turns to Scenarios

Mexico City, Oct. 30. — Among novelty scenarios which Metro's story department in Hollywood reportedly is considering is one written by Enrico Sampietro, just released after serving a long prison term here for counterfeiting. The opus features highlights of his crime career.

Sampietro hopes to stay straight by selling his own original scenarios. He avers counterfeiting, what with the highly specialized skill, time and risks, is no longer top-pay crime. So he has turned to scenarios.

Yates Reports

(*Continued from page* 1)

ing" to the two companies in six months. He said he is unable to determine the specific nature of what this "something" will be, but otherwise did not qualify his "conclusion" that British production has "collapsed."

Yates told a trade press meeting that British-Lion, which distributes for Republic in the United Kingdom, has an indebtedness of $20,000,000 and has another $10,000,000 guaranteed on production. He attributed the company's financial condition to its inability to meet world market standards with its product.

Yates ascribed the failure of British production generally to government "subsidization" which, he said, means "a great deal of waste." He said in effect that government financing has destroyed production initiative.

Yates said he felt that British-Lion has not "taken advantage of the full opportunities" in the U.K. market and for that reason, while entering a new two-year releasing pact with the company, Republic has assigned one of its own representatives to each of the 10 exchange cities to "look over its interests." He explained that the group, headed by Bruce Newbery, will direct the sales of Westerns, serials and reissues and will endeavor to assure maximum playing time for standard product.

"Very few exhibitors are paying any attention to the quota," Yates reported. He said that with the exception of the two large circuits in England, Odeon and ABC, theatremen have obtained "all sorts of concessions" in the way of reducing the requirements on screen time for British-made films.

He disclosed that Republic has about $500,000 frozen in England at the moment and the figure will go up to $1,000,000 by Jan. 1. But he doesn't expect any loss of these funds with the expiration on June 14, 1950, of that part of the Anglo-American Films Agreement which directs that a part of unused British pounds must be turned over to local charities and philanthropies.

He gave as the reason the "unfairness" of the provision, particularly in view of U. S. Government efforts to assist the British economic situation. As a consequence, Yates indicated, enforcement of the provision is not likely.

Republic has more or less vague plans to produce abroad. Yates said that the "chances are" two Roy Rogers starrers will be made in Scotland early next year. Also, he said, "we are planning a post-war drama in Italy and might make one in Egypt." He added that a "group wants us to make a picture in Switzerland."

Republic's Hollywood production for this season of 32 features, 24 Westerns and four serials would be cut commensurate with the number made abroad, Yates said. His answer to any protest by West Coast unions of a foreign production program would be that the company would be willing to sell to the unions its blocked money, which would be used for foreign filming, at the government exchange rate.

SALESMEN WANTED

Here is a wonderful opportunity for live wire roadshow salesmen in every State in the U. S. to sell and exploit eight top major units of two pictures each on a straight 50-50 proposition. Prints, paper and accessories are now ready. All States are open and if you can qualify by experience and sales ability — contact by wire, phone or letter

SAM HOWARD
Hotel Woodward,
B'way and 55th St. New York City

Review

"The Threat"

(RKO Radio)

A HARD-HITTING crime melodrama has been delivered by producer Hugh King and director Felix Feist in "The Threat," which has some slick production touches, plus good photography, crisp dialogue and adroit performances, for the most part.

However, "The Threat" has certain elements which will require steely nerves and strong stomachs on the part of its audiences. The violence and cruelty shown by the key figure in the story, to say nothing of the cold-blooded shooting of innocent victims, is certainly questionable fare for youngsters. For the older folks, the effectiveness of the drama may help offset some of the violence that sweeps across the scene almost from the opening reel.

The tale concerns the prison escape of a hardened, vicious criminal who vows revenge against the cop, district attorney and ex-gun moll who were responsible for his conviction. Through ingenious methods, he kidnaps the three, temporarily escapes a police net, and holes up in a desert waiting for his accomplice to arrive. Most of the action concerns the chase, inevitable closing in of the law, and reaction of the captors and captives to waiting and waiting in the heat of the desert.

Charles McGraw is the escaped convict, in a portrait that is strong in its viciousness and terrifying in its reality. Virginia Grey does a partcularly effective job as the ex-gun moll, who eventually shoots down the fugitive. In the other key roles, those of Michael O'Shea as the cop, and Julie Bishop as his wife, there is delivered a brand of acting that is considerably better than is usually seen in cops-and-robbers productions.

Running time, 66 minutes. Adult audience classification. Release date, not set.

Yates Buys Shares

(*Continued from page* 1)

received between Sept. 11 and Oct. 10. The Republic report, while sent in during this period, covered August.

Paramount president Barney Balaban gave his last 1,200 shares of Paramount common to the B. and T. Association, Inc. He still holds $2,000,000 worth of 2¾ per cent convertible notes. Maurice Newton, who gave away 300 shares of Paramount common, now holds 18,295 shares in his own name, and 18,380 shares in trust accounts.

Preston Davie sold 400 shares of Universal common, leaving him with 2,009, and Daniel M. Sheaffer bought 700 shares, to boost his total to 2,707 shares. Joseph H. Moskowitz sold 500 shares of 20th Century-Fox common, leaving him with 1,000.

RKO Radio Has 8 Films in Preparation

HOLLYWOOD, Oct. 30.—RKO Radio is working at a stepped up pace with eight features in preparation, including "Stromboli," starring Ingrid Bergman, now in the editing stage. Also set for early release are "Weep No More" (tentative title), starring Joseph Cotten and Alida Valli; "Holiday Affair," starring Robert Mitchum, Janet Leigh and Wendell Corey, and "The White Tower," filmed in Switzerland and starring Glenn Ford, Alida Valli, Claude Rains and Oscar Homolka.

Pictures now in the cutting room are: "Blind Spot," with Claudette Colbert and Robert Ryan; "Carriage Entrance," starring Robert Mitchum, Ava Gardner and Melvyn Douglas; "The Tattooed Stranger," filmed in New York, and two Tim Holt Westerns, "Dynamite Trail" and "Gun Thunder."

Warner, Justice

(*Continued from page* 1)

company and government lawyers to discuss the Warner proposal, a reliable industry source declared.

He also revealed that both sides are hopeful of a settlement in the case before final argument is held in New York in mid-December. No settlement is expected by Nov. 17, the deadline for Warner to file its answer to the government's proposed judgment, and Warner will probably file an answer even though the negotiations are still in progress.

Justice Department officials admitted that a Warner plan had been submitted, but would not discuss details or whether negotiations had actually started. They did say, however, that nothing has been received yet from Loew's or 20th Century-Fox.

If the Warner-government negotiations should result in a settlement, Warner will be the third major company to bow out of the 10-year old anti-trust case via the consent decree route. Paramount and RKO have already agreed to consent decrees.

FCC Bars Delay in Color Video Tests

WASHINGTON, Oct. 30.—The Federal Communications Commission has turned down RCA's request for a two-month postponement of comparative demonstrations of color television systems, but even so, a final decision on color television and reallocation of "TV" frequencies receded still further into the future.

This was because the FCC, even though turning down this request, did move back the dates for other phases of the comprehensive video proceedings. It is now hard to see how any final decision in the proceedings can come before late 1950. Testimony on color will not conclude until late February or thereafter, and then further lengthy proceedings must be held on reallocation and other phases of the television investigation.

The comparative showings are scheduled for the week of Nov. 14. RCA said it needed more time to get its equipment ready, but the FCC—giving no reasons—ordered the comparative tests to go ahead on schedule.

WB Production High

(*Continued from page* 1)

Bright Leaf," with Gary Cooper as the star, Michael Curtiz as director, and Henry Blanke producing; "Elmer the Great," starring Jack Carson, to be directed by Richard Bare, with Saul Elkins as producer.

Also, "Lightning Strikes Twice," with King Vidor as director and Henry Blanke producing; "Pretty Baby," to be directed by Bretaigne Windust, starring Dennis Morgan, Betsy Drake and Edmund Gwenn, produced by Harry Kurnitz, and "Colt 45," in Technicolor, starring Randolph Scott, with Edwin L. Marin directing and Saul Elkins producing.

Continuing in production will be "The Glass Menagerie," starring Jane Wyman, Gertrude Lawrence, Kirk Douglas and Arthur Kennedy, with Irving Rapper directing and Jerry Wald and Charles K. Feldman co-producing; "The Hawk and the Arrow," in Technicolor, starring Burt Lancaster and Virginia Mayo, directed by Jacques Tourneur, with Frank Ross and Harold Hecht co-producing; "The Victim," starring Joan Crawford, with Vincent Sherman directing and Jerry Wald producing, and Milton Sperling's United States Pictures production, "The Rock Bottom," starring Eleanor Parker, Patricia Neal and Ruth Roman, directed by Robert Wise.

Film Dividends

(*Continued from page* 1)

rate. Commerce usually figures that cash-reported dividends account for about 65 per cent of all dividends, but officials believe they account for a slightly higher percentage in the film industry.

Lambs Reelect Officers

The Lambs Club here has reelected all officers with the exception of its librarian, a post for which the incumbent, Bob Hawk, declined to run. Officers are: Shepherd, Bert Lytell; boy, Walter N. Greaza; recording secretary, Jack Whiting; treasurer, James E. Meighan, and the new librarian, Harold G. Hoffman, former governor of New Jersey.

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— ROBERT PENN WARREN

SUGAR-BOY *played by* WALTER BURKE

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A ROBERT ROSSEN Production • *A Columbia Picture*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 85 NEW YORK, U. S. A., TUESDAY, NOVEMBER 1, 1949 TEN CENTS

Johnston Will Discuss U. K. Proposal Here

Will Report to MPAA Board Meeting Friday

WASHINGTON, Oct. 31.—Motion Picture Association of America president Eric Johnston said today that he had "made no deals" affecting films during his six-week tour of Europe.

Johnston did not say, however, that his discussions with top British film officials might not lead to some deal at a later date. His statement, released through an MPAA official, merely indicated that no final agreements had been made yet.

The MPAA president specifically refused to comment on whether British Board of Trade president Harold Wilson had suggested a lower quota in return for increased American investment in film-making in Britain, or whether he had discussed any change in the Johnston-Wilson remittance agreement, which permits U. S.

(*Continued on page 4*)

See Mid-Nov. Meet Between Col., TOA

With the Columbia home office still "uninformed" yesterday as to exactly when executive vice-president Jack Cohn and vice-presidents N. B. Spingold and A. Montague will return from Hollywood product conferences, Theatre Owners of America's exhibitor-distributor relations sub-committee and the Columbia executives were

(*Continued on page 4*)

Disney Cancels New Driscoll Film in UK

London, Oct. 31.—Walt Disney has abandoned plans to produce an elaborate "Robin Hood" picture here, which was to have starred Bobby Driscoll.

Disney's decision was made one week after an appeals court upheld a fine and conviction for violation of Britain's child labor laws based on Driscoll's employment in the production here of Disney's "Treasure Island."

Schwartz By-passed Ill-Fated Plane

Sol A. Schwartz, vice-president of RKO Theatres, and Mrs. Schwartz escaped death by accident when he decided to remain in Paris one extra day and thus missed the Air France Constellation which crashed in the Azores last Friday.

"I was booked on the TWA plane due to leave Paris at one A. M. Saturday Morning," Schwartz said yesterday. "The departure was delayed at first seven, then 20 hours which decided me to stay over another day. I had seen Kay Kamen as late as six P. M. that evening. He urged us to leave with him at nine P. M. that night." Kamen and Mrs. Kamen were among the 48 killed.

"I guess I'm lucky," Schwartz observed.

Urges Criticism Be Based on Facts

Criticism of motion pictures, like any other criticism, should be based on facts, rather than rumors, Max E. Youngstein, Paramount directior of national advertising-publicity, told 600 members of the Women's Press Club of New York City at the Statler Hotel over the weekend.

Speaking on "What Is *Right* with

(*Continued on page 4*)

E-L Sets Aim For 18 Films

L. Jack Schlaifer, Eagle-Lion general sales manager who returned here yesterday from a week of product conferences on the Coast, declared upon arrival that the company stands "a good chance" of acquiring a total of 14 to 18 independently-produced pictures for release next year.

"There is a lot of worthwhile product out there looking for a home," Schlaifer said, adding that E-L has "always given independents a good run for their money."

While on the Coast Schlaifer, accompanied by advertising-publicity director Leon Brandt conferred with film financier N. Peter Rathvon whose Motion Picture Capital Corp. has wholly or partly backed five for E-L distribution.

Title of one, the Collier Young-Ida Lupino production, "Never Fear," will be changed, Schlaifer reported. The other four are "Sundowners," "Ruppert," "Beloved" and "Destination Moon."

Sears Again to Coast On U. A. Financing

Gradwell L. Sears, president of United Artists, will leave here for the Coast by plane early today with plans for further and possibly final work on the establishment of a production fund for independent producers releasing through UA. Separate production and distribution talks with the producers also are on his agenda.

Under the projected deal, 75 per

(*Continued on page 4*)

Set Avoidance Of 'Collusion' At Code Meets

TOA to Guard Against It at Nov. 16 Gathering

Indicative of the new order of legal caution which has been growing steadily in the industry in recent years is the fact that the Theatre Owners of America's executive committee will determine with great care the manner in which discussions will be held with distributors in connection with the formation of a trade practices code.

This will be one of the more significant decisions which the executive group will make when it meets here on Nov. 16, the day after the TOA exhibitor-distributor relations group completes its agenda looking to meetings with distributors.

TOA executive director Gael Sullivan has pointed out that lately distributors have declined to confer with more than one member of the organization at a time in connection with

(*Continued on page 4*)

Cohen is Reelected NY Variety Barker

Chief barker Max A. Cohen and all other officers of New York Variety Tent No. 35 yesterday were reelected at the tent's first annual meeting following its induction into International Variety Clubs last Thursday evening.

The other officers are: Morris Sanders, first assistant barker; Robert J. Fannon, second assistant; Jules Rieff,

(*Continued on page 4*)

First Theatre Television Requests Reach Capital

WASHINGTON, Oct. 31.—The Federal Communications Commission will get "shortly"—possibly early next week—the first in a series of petitions from independent exhibitors urging a hearing on the industry's request for theatre television frequencies.

These petitions will be from individual members of the Theatre Owners of America. TOA television attorney Marcus Cohn said that "several" of these petitions have already been received by his office here and are now being processed into final form for filing. Still more are expected to come in this week, and they, too, will be filed as soon as they are processed.

It is likely that it will be well into next year before any hearing is held, assuming the FCC grants the request. It might grant the request for a hearing some time before the end of this year, but the earliest it could hold the hearing is late spring. It will be at least that long before the current proceedings on color television and reallocation of TV channels are concluded, and the best that the industry can hope for is that the hearing will be scheduled at the tail end of the overall television proceedings.

It was learned in New York that MPAA headquarters is trying to set up Nov. 14 as the next date for a New York meeting of the MPAA's television committee. Its television activities are expected to get rolling again with the return to the U. S. of Edward T. Cheyfitz, special assistant to MPAA president Eric Johnston and in charge of the Association's television program. Cheyfitz had been in Europe with Johnston.

Harry, Jack Warner On New York Visit

Harry M. Warner, president of Warner Brothers, and Jack L. Warner, production head, have arrived in New York from the Coast. The Warner president stopped off in Washington before coming here. No comment could be obtained from the home office on reports that he will confer with company and government attorneys while East on proposals made to reach a consent decree.

'U' Financial Report Cited for 6th Time

For the sixth consecutive year, the annual report to stockholders of Universal was awarded the "Oscar-of-Industry Trophy" at the annual report awards banquet in the Hotel Statler, New York last night.

The report was voted best in the film industry by a board of judges headed by Dr. Lewis Haney, professor of economics at New York University.

S. Machnovitch, "U" treasurer, accepted the trophy on behalf of the company.

Production Remains Steady on Coast

HOLLYWOOD, Oct. 31.—The production tally again rose but one picture this week, to a total of 26. Ten pictures were started, and nine completed.

Started were: "In a Lonely Place" and "Riders of Black Mesa," Columbia; "Here Lies Love," Independent; "Duchess of Idaho," M-G-M; "Joe Palooka in Honeymoon for Five," Monogram; "Outrage," Paramount; "Gun Men of Abilene," Republic; "Cheaper By the Dozen," 20th-Fox; "Shoplifter," U-I; "The Glass Menagerie," Warners. Completed were: "Beauty on Parade," Columbia; "Outriders," M-G-M; "Blue Grass of Kentucky," Monogram; "Singing Guns," "Unmasked" and "Redwood Forest Trail," Republic; "The White Tower" and "Gun Thunder," RKO Radio; "Ticket to Tomahawk," 20th-Fox.

Move Closer Toward Ascap-Video Accord

Resuming their meetings here yesterday, Ascap officials and representatives of the television industry reportedly moved closer to establishment of a formula determining the rates for the use of the Society's music on a per-program basis. While it was said that only a few details have yet to be cleared up, an extension of the interim arrangement which allows for the continued use of Ascap's repertoire until a pact is signed, beyond today's deadline, is held likely. The American, Columbia and National networks already have signed with Ascap, licensing music on a blanket contract.

Brochure for 'GI Joe'

Eagle-Lion's New York advertising-publicity, headed by Leon Brandt, yesterday released to exhibitors a showmanship brochure citing the top promotions used for key city openings of "The Story of G.I. Joe." Tieups with veterans' groups are stressed.

Another for Perakos

HARTFORD, Oct. 31.—The newly erected 1,000-seat Beverly Theatre in Bridgeport has been opened by Perakos Theatres of New Britain, of which Peter G. Perakos is head.

Personal Mention

ELLIS ARNALL is expected in New York tomorrow from Atlanta.

•

ROBERT J. O'DONNELL, Variety International chief barker, WILLIAM MCCRAW, executive director, and GEORGE HOOVER, chief barker of Miami's Variety Club, were in Baltimore over the weekend to attend the local tent's 11th anniversary dinner-dance.

•

W. A. SCULLY, Universal-International sales vice-president, has extended his stay at the West Coast studios for another week because of continuing conferences with studio executives on forthcoming releases.

•

LEON BAMBERGER, RKO Radio sales promotion manager, will speak at the MPTO of St. Louis, Eastern Missouri and Southern Illinois convention, to be held at St. Louis on Nov. 7-8.

•

CAPT. J. A. REBB, a pioneer Atlanta exhibitor, and MRS. REBB recently celebrated their 63rd wedding anniversary.

•

WILLIAM TERRELL, owner of theatres in Amita and Roseland, La., is confined to a hospital at Baton Rouge.

•

A. N. MILES, owner of the Eminence Theatre, Eminence, Ky., is a candidate for mayor there.

•

JACK A. SANSON, manager of the Warner State Theatre, Manchester, Conn., has been a patient at Manchester Hospital.

•

LEO COHEN, foreign film distributor, has returned here from Europe.

WILLIAM J. HEINEMAN, Eagle-Lion distribution vice-president, will return to New York tomorrow from a Montana hunting trip.

•

CHARLES SIMONELLI, Universal-International national exploiteer, accompanied by "BUCKY" HARRIS, home office exploitation representative, will leave New York today for Cleveland.

•

C. J. FELDMAN, Universal-International western sales manager, has left New York for Kansas City and will proceed to Denver and Salt Lake before returning to New York.

•

KENNETH CLARK, public relations head of Motion Picture Association of America at Washington, cracked a rib in a recent bathtub fall.

•

HENRY HERBAL, Warner Western district sales manager, will be in San Francisco today from Los Angeles, en route to Portland and Seattle.

•

PHIL LAUFER, publicist, has returned to New York from Buffalo having completed a special assignment for Universal-International.

•

BEATRICE ROSS, publicity aide to STEVE EDWARDS at Republic home office, observed a birthday last Friday.

•

WILLIAM SHELTON, A. F. E. Corp. general sales manager, has returned to New York from the Coast.

•

BEN KAUFMAN, United Artists exploiteer, left here yesterday for Detroit.

•

HENRY HATHAWAY, 20th Century-Fox director, left here last night for the Coast.

Set Dempsey Tour

A promotional itinerary in behalf of "The Big Wheel" has been lined up by Jack Dempsey who produced the United Artists release in association with Harry M. Popkin and Samuel H. Stiefel. He will visit Chicago on Nov. 7; Cincinnati, Nov. 8; Indianapolis, Nov. 9, on the eve of the world premiere; Detroit, Nov. 10; Toledo, Nov. 14; Akron Nov. 15; Dayton Nov. 16, and Cleveland, Nov. 17.

Slash Weekday Prices

BOSTON, Oct. 31.—Boston's first postwar cut in admission prices went into effect at American Theatres' Pilgrim today, with the morning scale cut from 40 cents to 25 cents and afternoon admissions dropping to 35 cents from 55 cents. The new prices are for Mondays through Fridays.

'Art' House 20 Years

ROCHESTER, N. Y., Oct. 31.—The Little Theatre here, one of the first "art" theatres in the state, celebrated its 20th anniversary at the weekend. A congratulatory cablegram was received from J. Arthur Rank, British film leader. The theatre is operated by Mr. and Mrs. Ben Belinson.

To Aid Golden Film

A three-man committee to work on promotion activities between the Overseas Press Club of America and the producers of "Guilty of Treason" has been set by Frank Kelley, president of the club. The committee consists of: Robert Considine, Gabe Pressman and Craig Thompson, former *Time* and *Life* Moscow correspondent. The picture was produced by Edward A. Golden, Robert S. Golden and Jack Wrather under the banner of Freedom Productions, Inc.

The picture was based on the 1948 book of the club's "As We See Russia."

New Ranger Recorder

R. H. Ranger has developed a new sprocketless lip-synchronized magnetic process which can be used on motion picture film for both exteriors and inside studio work. Handling the process—called Rangertone—is Synchrotone Film Sound Co., Inc.

54th CBS TV Outlet

Station WOAI-TV, San Antonio, will join the Columbia Broadcasting television network on Dec. 11, bringing the total number of CBS-TV affiliates to 54.

Skouras Campaigns For Son-in-Law Root

Spyros P. Skouras, 20th Century-Fox president, yesterday sent postcard petitions to members of the film industry here for the election of Oren Root, his son-in-law, to the Manhattan borough presidency, on Nov. 8. "Oren is an outstanding good government advocate," Skouras stated.

Skouras Backs DST; Offers Free Trailer

SAN FRANCISCO, Oct. 31.—Charles P. Skouras, president of National Theatres, urged Northern California exhibitors to support Daylight Saving Time in a letter offering the free use of trailers now being shown in Fox West Coast theatres. The subject has generated considerable heat in exhibition circles, with drive-in operators in particular opposed to DST.

In his letter Skouras justified his stand, which has been criticized, with a listing of six reasons why he felt DST should be supported by exhibitors, concluding with the statement: "And most important to you as an exhibitor, I found business in our theatres improved after DST went into effect last year."

Lehman Luncheon Today

Secretary of Labor Maurice Tobin, Franklin D. Roosevelt, Jr., Herbert Lehman, Quentin Reynolds and Louis Nizer will be among the speakers at today's Hotel Astor luncheon sponsored by the Theatre and Arts Division of the Independent Citizens Committee in support of Lehman's candidacy for U. S. senator.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
Betty HUTTON · Victor MATURE
"RED, HOT AND BLUE"
A JOHN FARROW production with
WILLIAM DEMAREST · JUNE HAVOC
PARAMOUNT TIMES SQUARE
IN PERSON
ERSKINE HAWKINS and his Orchestra
NELLIE LUTCHER
THE TRENIERS
STUMP & STUMPY
THE CLARK BROS.
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

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$600,000 Loan to ABC for TV Studio

American Broadcasting has completed arrangements with Mutual Life Insurance for a loan of $600,000 which will be used to develop the network's Television Center in Hollywood, a 20-acre former motion picture lot. Due in 1969, the loan carries an interest rate of 4½ per cent.

Legion Reviews 11; Rates One As 'C'

Eleven additional pictures have been reviewed by the National Legion of Decency, with Famous Pictures' "Just a Big Simple Girl" receiving a "C" classification.

In Class A-I are Republic's "The Golden Stallion," and Warner Brothers' "Story of Seabiscuit." In Class A-II are Republic's "Alias, the Champ" and RKO Radio's "Bride for Sale." In Class B are Eagle-Lion's "Against the Wind," 20th Century-Fox's "Fighting Man of the Plains," United Artists' "A Kiss for Corliss," Universal-International's "South Sea Sinner," M-G-M's "That Forsyte Woman," and Columbia's "Tokyo Joe."

Council Seats IATSE Publicists Local

HOLLYWOOD, Oct. 31.—Motion Picture Publicists Association, IATSE Local 818, which is opposing the Sereen Publicists Guild in a forthcoming NLRB election for recognition as the bargaining agency for studio publicists, was granted membership in the Hollywood AFL Film Council today. Neither publicists' group has a contract with producers at this time.

Loses False Arrest Suit

CHICAGO, Oct. 31.—A U. S. District Court jury today rendered a not guilty verdict to Paramount and J. Harold Stevens, Paramount branch manager here, defendants in a $100,000 damage suit filed by Charles Fine, projectionist, who eharged false arrest in 1946 when he was held for attempting to sell a print of "Going My Way" to Paramount for $250. Fine, who was released shortly thereafter, explained he obtained the print from the Railway Express.

Johnson Is Jones Aide

ATLANTA, Oct. 31.—E. G. (Dick) Johnson, veteran of 22 years in the theatre motion picture business, has joined Georgia Theatre Co. as assistant to T. R. Jones, buyer.

MITCHELL MAY, Jr. CO., INC.
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Specializing
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75 Maiden Lane, New York
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Reviews

"Captain China"

(Paramount)

AN action thriller of men against the sea is offered in Paramount's "Captain China." A production of William H. Pine and William C. Thomas, the picture bears the customary earmarks of the team, which means standard action, excitement and romantic complications. There is a synthetic quality to much of the plot, but the picture is not aimed at discriminating audiences who would mind this. For the action patrons for which it is intended, it seems a suitable item. The cast is headed by John Payne, Gail Russell and Jeffrey Lynn, and director Lewis R. Foster puts them through some swift paces.

The screenplay, devised by Foster and Gwen Bagni, centers around Payne, who as Captain China is relieved from duty following the sinking of his ship. It is true, as claimed, that the captain had been drinking heavily, but actually the captain was framed by some of his crew. Presently Payne sets out to get at the bottom of the villainy. In the course of this, there is some sleuthing and considerable fisticuffs, and in time Payne is restored to his rightful officership. Lynn portrays the officer who succeeds Payne, and then during a typhoon, calls upon Payne's service to save the ship from destruction. As a passenger on the ship, pretty Miss Russell's love seems divided in three directions, towards Lynn, Payne, and an off-sereen character back home in the states. Eventually Payne wins out.

Considerable of the footage is devoted to the havoc-playing typhoon with some good photography heightening the tension. Others in the cast are Lon Chaney, Edgar Bergen and Michael O'Shea, with Lawrence Tibbett, Jr., in a minor role.

Running time, 97 minutes. General audience classification. February, 1950 release.

MANDEL HERBSTMAN

"Silent Dust"

(Associated British-Monogram)

A DRAMA of strong and engrossing elements has been sent here by the British, in "Silent Dust," which tells the story of how a man, presumed to have been killed in the war, comes back to complicate the lives of an assortment of persons. The film is among the first of a group of approximately 15 a year from Associated British Picture Corp., Ltd., which Monogram will distribute here. The cast is not well known on these shores, but it is a very capable one.

Nigel Patrick is the soldier who comes back, and instead of having died a hero's death, he actually was a cowardly deserter. Although painted in strokes of villainy, the script does try to show the motivations of his actions. At the time of his reappearance, his wife, Sally Gray, has remarried; and his wealthy father, Stephen Murray, had set plans to build a war memorial for him.

The screenplay, by Michael Pertwee, from an original by himself and Roland Pertwee, takes full advantage of the drama inherent in the theme, shifting in focus from one character to another to show the individual effects of the return. The dilemma is resolved, perhaps a bit tastelessly, in a savage brawl between father and son, in which the latter goes to his death. Lance Comfort's direction keeps the action fluid, despite some heavy moments of dialogue. N. A. Bronsten produced the film which derives its title from a line in Thomas Gray's "Elegy."

Running time, 82 minutes. Adult audience classification. Release date, not set.

M. H.

7th for Coast Unit Brings Staff Shifts

SAN FRANCISCO, Oct. 31.—This city's newest theatre, the Coronet, owned by San Francisco Theatres, Inc., will open Wednesday, the seventh in the circuit. Walter Chenoweth, manager of the Alexandria, has been appointed to the Coronet.

Irving M. Levin, divisional director of San Francisco Theatres, also announced these appointments: Manager Albert Levin, from the Coliseum to the Alexandria, and Edwin Scheeline from the Balboa to the Coliseum.

Bryman in New Post

Harry Bryman has been named manager of M-G-M's branch at Singapore. He has been with M-G-M for many years, both at the home office and abroad. His last post was with M-G-M at Trinidad. In moving to Singapore, Bryman fills the position which became vacant through the death last month of Leon J. Applestone.

James Bell, 61

James Bell, 61, electrician at the Capitol Theatre, New York, for the last 25 years, died suddenly on Sunday afternon. Survivors include the widow, Mrs. Frances Bell, and four daughters.

Howard Credigton Killed

SAN FRANCISCO, Oct. 31.—Howard Credigton, 37, assistant manager and treasurer of the Golden Gate Theatre since 1942, was killed Saturday when his car overturned on the approach to the Golden Gate Bridge. The widow, Helen, is in French Hospital with serious injuries. A native of Sioux City, Iowa, Credigton came to San Francisco in 1929 as an usher at the Rialto. Later he was assistant manager of Fox West Coast Theatres, and then manager of the Alhambra.

Wage Cut to Hit Theatres

BOSTON, Oct. 31.—Exhibitors in the Massachusetts cities of Lynn, Salem, Haverhill, Newburyport, Chelsea and Amesbury state that the contemplated wage rate cut by shoe manufacturers in those cities will have an effect upon their business. The hourly wage rate will be cut from five to 15 cents per hour, effective Dec. 31.

5 Ohio Drive-ins Close

CLEVELAND, Oct. 31.—Drive-In theatre closings are beginning to be announced. This weekend saw the closing of the Fremont Drive-in, Fremont; Twilite Drive-in, New Philadelphia; Lorain, at Lorain; Sandusky, Sandusky and the Port Arthur at Sarnia, Canada.

Canada Heads For TV Tilt

OTTAWA, Oct. 31.—Canada's motion picture industry is not enthusiastic about the apparent desire of the Canadian Broadcasting Corp., as well as the National Film Board of Canada, to gain more powers and control over television through production and distribution of films, with the aims of both the CBC and NFB being evident in their briefs to the Massey Commission on Arts and Sciences.

Private enterprises in the motion picture industry are beginning to be concerned about the added powers and larger activities of the two governmental agencies, fearing that such private firms might be cornered and restricted in television if the added powers are granted to the CBC and NFB, especially since it would be a virtual censorship of television.

Therefore, it is understood that the film industry will take some action shortly to counteract the requests for more power and larger budgets by the two agencies which many private firms in the industry feel should be curbed rather than allowed to expand in the television field.

Schary to Attend Four Functions

WASHINGTON, Oct. 31.—Plans for the invitational premiere of M-G-M's "Battleground" here on Nov. 9 include four personal appearances by Dore Schary, vice-president in charge of production. On Wednesday, Nov. 8, he will address a Women's National Press Club luncheon and be a guest on the Army's radio program, "Time for Defense," that night. The following day he will be the guest of Eric Johnston at a luncheon to be held at the Motion Picture Association of America headquarters, and will attend a company reception to be held in the evening at the Willard Hotel.

Kramer Plaque Tonight

A plaque honoring him for a motion picture that presents "a courageous and vital view of the great dilemma in American life," will be presented by the Anti-Defamation League to Stanley Kramer, independent Hollywood producer of "Home of the Brave," tonight at a mecting of the Metropolitan Council of B'nai B'rith in the Henry Hudson Hotel.

Peggy Ann Garner, juvenile star, will accept the award for Kramer from New York Supreme Court Justice Meier Steinbrink, ADL national chairman. Kramer will address the gathering by a long distance telephone hookup from Hollywood.

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Total Industry Firms Reach 10-Year High

WASHINGTON, Oct. 31.—The number of companies in the film industry continued to rise through the first quarter of 1949, Commerce Department figures show. At the end of March, 1949, the number of firms engaged in production, distribution and exhibition stood at 13,800, the highest figure since Commerce started gathering the information in 1939.

The figures have been going up steadily since the end of the war, Commerce officials declared. At the end of 1939, the total was 12,300. It fell during the war to a low of 11,500 at the end of 1943, then fluctuated until the end of the war. Then a steady climb started—to 13,100 at the end of 1947, 13,700 at the end of 1948, and 13,800 at the end of March, 1949.

Mexico, Argentina Extend Product Deal

MEXICO CITY, Oct. 31.—The agreement for the mutual exhibition in both countries of 20 Mexican and Argentine pictures, made by A. L. Mentasi, president of Argentina Sono Films here at the invitation of leading Mexican producers, proved so mutually satisfactory that the number has been increased to 30 a year. This was done after talks Mentasi had with Raul de Anda, president of the Association of Mexican Motion Picture Producers, and Gregorio Wallerstein of the Film Trust. The agreement requires that the pact signers seek to induce their governments to exempt films in the deal from customs duties.

Criticism on Facts

(*Continued from page* 1)

the Movies," Youngstein said that in his opinion the press had made too much of the "what is wrong" aspect of motion pictures and has not paid enough attention to the good which has been accomplished by the industry and its personnel.

He urged his listeners to withhold criticism until they have searched out the facts and examined both sides of every issue. "This is done in covering other fields, and I think that the movies are entitled to as much consideration," Youngstein said.

Youngstein spoke in place of Henry Wilcoxon, actor, who is touring the country as a "good will ambassador" for Cecil B. DeMille's "Samson and Delilah." Wilcoxon was prevented by illness from addressing the Press Club and has returned to the Coast.

Army Says U.S. Film Service Abroad Okay

Washington, Oct. 31.—Films are a key entertainment for U. S. personnel stationed in Germany, according to Alan McCarroll, deputy chief of the Army and Air Force Motion Picture Service, just back from a three-week tour of Germany.

McCarroll said that the service is functioning well and is getting a varied and adequate supply of motion pictures distributed throughout the various areas in the occupation zones.

File Final Briefs with Hays In French Funds Arbitration

Final briefs have been filed here with arbitrator Will H. Hays by attorneys for the film companies engaged in arbitration over the division of American earnings in France.

Hays will now study all of the data that has been submitted before rendering a decision. At the conclusion on Aug. 17 of hearings held over a period of several months, Hays requested briefs. A number of extensions were granted for filings, until, finally, the last of the documents have been sent to him.

One year ago August top New York executives of eight majors accepted responsibility for resolving amicably the dispute over division of earnings in France. On the advice of Motion Picture Association of America president Eric A. Johnston they agreed to be governed by the decision of Hays with respect to the split-up of $1,572,138, which is part of the sum which France has agreed to pay American distributors under the latest Franco-American film pact.

Companies involved in the distribution of funds are: Paramount, United Artists, 20th Century-Fox, Warners, Loew's, Columbia, Universal and RKO Radio.

Trade Meets

(*Continued from page* 1)

problems relating to trade practices. He said it is assumed that the reason for this is determination on the part of the distributors to avoid any charges of "collusion" or "acting in concert."

The TOA executive committee will have a heavy agenda on Nov. 16. Besides the foregoing problem, there will be problems relating to 16mm. competition, Army and Navy pre-releases, theatre television, admission taxes, censorship and building codes. The committee's action on these problems will be taken by virtue of resolutions passed at the recent TOA convention in Los Angeles.

To Vote on Agenda

Additionally, it will be the executive group's responsibility to accept or reject the agenda set up by the exhibitor-distributor relations committee. Acceptance is a foregone conclusion, however, since a number of executive committee members are members of the committee working on the trade practice code.

It is held likely that trade practice code talks which will be held ultimately with distribution representatives will not be mass meetings.

The decision of the TOA executive committee is practically certain to be that individual members of the exhibitor-distributor relations committee will confer privately with individual sales managers. Thereafter the entire exhibitor-distributor committee would meet to compare notes.

Look to Coming Congress

Regarding the admission tax problem, the executive committee meeting will prepare "strategy for approaching the second session of the 81st Congress," Sullivan said.

The executive group will also consider reports on theatre television submitted by regional units, and will handle enrollment of new drive-in members and form a special drive-in committee of the TOA.

Army-Navy pre-release competition exists now only in a few, isolated areas, Sullivan said. He pointed out, however, that the Navy recently paid $160,000 in rentals to United Artists alone.

RKO Signs von Sternberg

HOLLYWOOD, Oct. 31. — Howard Hughes has signed Josef von Sternberg to a term contract as a director and has assigned him to "Jet Pilot" as his first picture for RKO Radio.

Johnston

(*Continued from page* 1)

companies to take out of Britain $17,000,000 a year.

Sir Alexander King's proposal for a broader Anglo-American film consultative group was termed "under discussion" by the MPAA chief. He would not indicate whether he was disposed in favor of the plan. MPAA officials said there was still no firm decision whether there would be another meeting of the Anglo-American Film Council in London late this year.

Details of Johnston's talks in Britain and other recent foreign and domestic developments will be put before MPAA company presidents at a special MPAA board meeting in New York on Friday. Johnston had originally planned a press conference here today, but at the last moment, MPAA press chief Kenneth Clark announced that it was being postponed because Johnston had nothing to say at this time. A substitute press conference will be held here or in New York sometime after the MPAA board meeting.

Johnston made a brief speech before newsreel cameras this morning, warning Europe to make greater efforts to put its economic house in order if it expected Congress to renew Marshall Plan appropriations next year.

Cohen is Reelected

(*Continued from page* 1)

property master, and Saul Trauner, dough guy.

All canvassmen were reelected also, except Ray Moon, who was replaced by Walter Reade, Jr. Moon a few months ago was transferred to Chicago by 20th-Fox.

Reelected canvassmen are: Leo Brecher, Matthew Cahan, Jack Ellis, Jack Farkas, Nat Furst, Harold J. Klein, Louis Kutinsky, David J. Levy, Howard Levy, William P. Murphy, Charles Penser, Harold Rinzler, Bert Sanford, Fred J. Schwartz, Cy Seymour and David Snaper.

Sears to Coast

(*Continued from page* 1)

cent of independent financing would be provided by a private syndicate headed by Joseph Justman, president of the Motion Picture Center, and including persons heretofore not connected with the industry. The producer reportedly would be required to put up the additional 25 per cent in the form of cash or deferments.

MPAA Board to Act On 'P.R.' Friday

Washington, Oct. 31.—MPAA approval of the all-industry public relations program will be taken up at a board meeting Friday in New York, MPAA officials here said. The meeting is being called to hear a report on MPAA president Eric Johnston's recent trip to Europe but the public relations program will be placed on the agenda also.

MPAA officials said they did not think that the fact that MPAA had not acted by the Nov. 1 deadline would affect the "PR" program in any way, since "we started it, and everyone knew we would be the last unit to endorse it but that we would certainly endorse it as soon as we could after everyone else had acted."

M. & M. and Gulf Merge in the South

ATLANTA, Oct. 31.—M. & M. Theatres, operating out of Leesburg, Fla., and Gulf Theatres, consisting of the Coosa Theatre, Childersburg, Ala.; Ritz, DeFuniak Springs, Fla., and the Port at St. Joe, Fla., will be consolidated into one partnership and will be known as M. & M. Theatres of Florida.

Columbia, TOA

(*Continued from page* 1)

not expected to confer on TOA's indictment of sales policies on "Jolson Sings Again" until perhaps mid-November.

TOA general counsel Herman M. Levy has characterized the sales policies "violations of the law."

A TOA spokesman pointed out yesterday that after the return to New York of at least one of the Columbia executives, it will be necessary for the sub-committee to agree on a conference date that will suit the convenience of out-of-town members; hence, it may well be mid-November before all sub-committee members can find it convenient to attend.

Cohn is supposed to be back in New York for the Picture Pioneers dinner on Nov. 16. He is president of the organization.

AMPP to Hear Snyder

HOLLYWOOD, Oct. 31.—Secretary of the Treasury John W. Snyder will be honor guest of the Association of Motion Pictures at a dinner at the Beverly Hills Hotel on Wednesday evening, where Y. Frank Freeman will preside. Snyder was honor guest of Variety International at its dinner at New York's Astor Hotel last Thursday evening.

'Frisco's Tivoli a Garage

SAN FRANCISCO, Oct. 31.—San Francisco's famous Tivoli Theatre, last operated by Ellis Levy and Associates, will be converted into a garage. Variety Club of Northern California and Blumenfeld Theatres will maintain their present offices in the building, however.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 86 NEW YORK, U.S.A., WEDNESDAY, NOVEMBER 2, 1949 TEN CENTS

20th Readying New Bid for Canada Odeon

Charles Skouras Is Seen Heading for Rank Talks

Twentieth Century-Fox has its sights again set on the acquisition of Canadian Odeon Theatres, with indications that Charles P. Skouras, president of 20th's National Theatres, will reopen negotiations with J. Arthur Rank in London for the circuit shortly. A London showcase is also being considered, it is said.

Skouras will leave here for London on Saturday with Elmer C. Rhoden, head of Fox Midwest, and F. H. Ricketson, Jr., head of Fox Inter-Mountain, tentatively slated to accompany him.

The company has been contemplating extensive expansion of its theatre interests outside the U. S. for some time with initial on-the-spot investigations of prospects made by 20th-Fox president Spyros P. Skouras last summer, when he visited England, the

(*Continued on page 4*)

Samuelson Now For Allied's 'PR' Policy

PHILADELPHIA, Nov. 1.—Sidney E. Samuelson, who spearheaded the opposition against an Allied commitment to the industry public relations program, told a meeting of Eastern Pennsylvania Allied at the Broadwood Hotel here today that he will recommend to its board that the unit "go along 100 per cent with the decision of the Allied national board for the one year trial period."

Samuelson said, however, that no exhibitor member can be taxed or forced to use his theatre for any ac-

(*Continued on page 4*)

N. J. Allied to Meet Nov. 14 on 'Jolson'

Allied Theatre Owners of New Jersey's board and its general membership will discuss at separate meetings here on Nov. 14 Columbia's sales policies on "Jolson Sings Again," and both are expected to act on proposals directed against the policies, it was indicated here yesterday. Board chairman Irving Dollinger will preside at the meeting of directors, and organization president Wilbur Snaper will conduct the membership conclave.

Allied States' national convention

(*Continued on page 4*)

20th-Fox Has Half of 1950 Releases Finished

Fiscal Year Ended, 'U' May Show Profit

Universal may be in the black for its 1949 fiscal year which ended last Saturday. Final figures are not expected from auditors for another two months but early indications are that when they come they will not be in red.

Should the company show a profit for the year it would mean that results for the final quarter were substantial enough to overcome the $785,000 loss reported by the company for the first 39 weeks.

HOLLYWOOD, Nov. 1.—With 12 pictures already completed for 1950, three more before the cameras and scheduled to be finished by Jan. 1, 20th Century-Fox revealed yesterday that virtually the entire first half of its 1950 releasing schedule has been completed with the company continuing to hold to a rapid production pace.

The 12 pictures already finished do not include the remainder of releases set for this month and next. In addition, work on several more will begin before Jan. 1.

Films scheduled to be released in 1950 and now in various final stages after completion of shooting are: "Twelve O'Clock High," produced by Darryl F. Zanuck, starring Gregory Peck, and directed by Henry King; "Whirlpool," starring Gene Tierney, Richard Conte and Jose Ferrer, produced and directed by Otto Preminger; "Dancing in the Dark," starring William Powell, Mark Stevens and

(*Continued on page 4*)

'U-I' to Make 12 Extended Run Pictures in 1950

Twelve of 30 "A" pictures which have been scheduled for production by Universal-International next year will be "especially designed and produced as extended-run attractions," the company reported here yesterday. This year the company produced 25 pictures.

The decision to increase the number of pictures and to budget "extra-run" films was reached in a conference between U-I executives Nate J. Blumberg, William A. Scully, Leo Spitz and William Goetz at the Hollywood studio.

As reported in MOTION PICTURE DAILY on Oct. 26, U-I is aiming at the actual release next year of 36 pictures, an increase of seven over the 29 of the past year.

The 12 pictures identified by the company as designed for "extra-runs" are: "Harvey," starring James Stewart; "Song of Norway," in Technicolor; "The World in His Arms"; "Up Front

(*Continued on page 4*)

NY 1st Runs Still Mild

Run-of-the-mill business continues for a majority of New York's first-runs this week and said to be responsible in part, at least, is the number of holdovers in the showcase belt. Theatremen here are looking for a lift with the two holidays next week, Armistice and Election days.

Among the few spots drawing better income is the Capitol where "Tokyo Joe" with Lena Horne topping the stage show is scoring very well. The attraction gave the Capitol its biggest opening days this year and figures to complete its first week with a rousing gross of $79,000.

"Everybody Does It," with Ethel Waters, Mary Beth Hughes and David Street among others on stage, gave the Roxy about $71,000 in a comparatively good opening week. "Johnny

(*Continued on page 2*)

Richards Loses 20th-Fox Films By Bids

New Orleans, Nov. 1.—In a competitive bidding inaugural for 20th Century-Fox here, the company's next two releases were sold to Loew's State Theatre. Paramount-Richards Theatres, firmly opposed to competitive bidding, refused to participate, it is understood.

The development marks the loss to the Paramount-Richards circuit here of the fifth major company's product. Universal, M-G-M, RKO-Radio and Paramount previously were selling away from Richards due to inability to agree on terms.

NEFC Nears Finance Goal Of $2,000,000

Another Two Weeks May See Full Sum Pledged

Receipt within the past few days of new pledges to purchase stock in National Exhibitors Film Co. have moved the organization close to its $2,000,000 starting goal, it was learned yesterday.

Well-informed sources estimate that the goal will be reached within two weeks, making it possible for the company to be in operation around the first of the year.

NEFC was unable to accept stock subscription pledges until its registrations had been filed with the Securities and Exchange Commission and the various states in which it plans to do business. Most of the essential registration approvals were given by mid-September. In the six weeks

(*Continued on page 4*)

Ontario Owners For Canadian 'PR' Plan

TORONTO, Nov. 1.—Ratification of the principles formulated by the recently organized Canadian Motion Picture Industry Council, headed by J. J. Fitzgibbons, was given unanimously at the annual meeting today of the Motion Picture Theatres Association of Ontario. The Council's aim is the unification of the whole Canadian industry on moves concerning legislation, taxation, business promotion and public relations. The Council is not affiliated with the U.S. industry's "P.R." campaign.

The meeting, under the direction

(*Continued on page 2*)

RKO to See U. S. on Partnership Relief

RKO and the Department of Justice are expected to reach an agreement within the next few days on the amount of additional time that the company can have beyond the present Nov. 8 deadline for splitting with exhibitor partners. J. Miller Walker, vice-president and head of the home office legal department, will head the RKO contingent leaving here for Washington today or tomorrow to talk with Justice Department attorneys on the stipulation which will be entered in U. S. District Court here.

Lavery Replies To '10' Attack

HOLLYWOOD, Nov. 1.—In an eight-page memorandum mailed by the Screen Writers Guild to its full membership, past president Emmett Lavery declared with respect to the "Unfriendly Ten" hearings before the House Un-American Activities Committee, "It was capricious and unfortunate for these members to refuse to answer questions about membership in the Guild and inevitably to group their response to these questions with their response to questions about membership in the Communist Party."

The Lavery memorandum was prompted by the local circulation of a pamphlet bearing the imprint of the "Hollywood Ten" and written by Dalton Trumbo in which Lavery and many others are variously accused and in which the charge is made that five anti-Communist pictures recently produced were prompted by the government under circumstances tantamount to Federal censorship. Lavery's memorandum contains a categorical rebuttal to the Trumbo statements, and strongly denies that the Unfriendly Ten's refusal to affirm their membership in SWG was dictated by the Guild.

With the Trumbo pamphlet making its appearance three weeks before the SWG annual election of officers, and with Albert Maltz a write-in candidate for board membership, SWG officials interpreted its timing as an indication that the "Ten" pamphlet was published primarily for the purpose of influencing the voting.

Film Companies to Observe Holidays

Two New York film company home offices will be closed all day on Nov. 8, Election Day, and on Nov. 11, Armistice Day, with six scheduled to be closed a half day on both holidays.

Those to close all day are M-G-M and 20th Century-Fox. Closing at one will be Eagle-Lion, Paramount, RKO Radio, United Artists, Universal and Warner Brothers. Up to a late hour yesterday Columbia, Film Classics, Monogram, the Motion Picture Association of America and Republic were undecided about closing.

Cite Mulvey, Hovell For Aid to Youth

James A. Mulvey, president of Samuel Goldwyn Productions, and Albert A. Hovell, president of Century Circuit, were among the recipients of "Youth Oscars" for their efforts in behalf of youths, at a dinner at the Waldorf-Astoria Hotel here last night, sponsored by Youth United, headed by Judge George J. Beldock.

Samuel H. Payne, 58

BOSTON, Nov. 1.—Samuel H. Payne, 58, manager of the Old Howard Theatre here and formerly with the local Keith vaudeville office for 25 years, died last night at Boston City Hospital. Services will be held tomorrow at Levine Chapel, Brookline. Five brothers and five sisters survive.

Personal Mention

NATE SPINGOLD, Columbia vice-president, is due in New York today from the Coast. A. MONTAGUE, distribution vice-president, is resting at Palm Springs before returning here.

•

I. E. LOPERT, head of Lopert Films, will arrive here tomorrow on the *S. S. Queen Elizabeth* from six months in France and Italy.

•

NATHAN E. GOLDSTEIN, Springfield, Mass., circuit head, will leave New York today by plane for a fishing trip at Acapulco, Mexico.

•

WALT DISNEY was in New York yesterday on a stopover while en route to Hollywood by air from London.

•

SIDNEY JUSTIN, head of Paramount's studio legal department, left here yesterday for the Coast.

JACK ELLIS, head of Ellis Films, is in Chicago from New York until Friday.

•

RAYMOND GALLAGHER, son of the advertising manager of *Motion Picture Herald* and a freshman at Fordham University, has been awarded the Lieut. Robert J. Purcell scholarship for leadership, scholastic standing and extra-curricular activities.

•

DR. RENATO GUALINO, president of Lux Films, S. A., of Rome and head of the producers' division of the Italian Motion Picture Association, is due here Monday by plane from Rome.

•

RUBE JACKTER, Columbia assistant general sales manager, left here yesterday for Jacksonville and Richmond.

•

JEROME P. SUTTEN, Warner manager in South Africa, has arrived here from Johannesburg.

Para. to Bring Critics Here to See 'Samson'

Drama and motion picture editors and critics of nine cities East of the Mississippi have been invited to New York for a series of previews of "Samson and Delilah" and interviews with producer Cecil B. DeMille, Max E. Youngstein, Paramount director of national advertising-publicity, disclosed here yesterday.

The screenings and interviews, to be held from Nov. 28 to Dec. 2, will supplement the activities of Henry Wilcoxon, whose nationwide tour in behalf of "Samson" was postponed until Jan. 2, because of the actor's illness.

Grainger Sets 'Vaude' At 8 More Theatres

Vaudeville has been adopted at eight more film houses of the Jamestown Amusement Co., headed by E. C. Grainger. The theatres, which will start off with five acts one day a week, are: Shea's in Ashtabula, O.; Jamestown, N. Y., and Bradford, Pa.; State, Cambridge; Union, New Philadelphia; Colony, Marietta; Weller, Zanesville, and the Auditorium at Newark, the latter five in Ohio.

Joe Miller of Pittsburgh will book. The circuit already has vaudeville at its theatres in Manchester, N. H., and Greenfield, Mass.

F. C. C. Rejects Plea It Broadcast Video

WASHINGTON, Nov. 1.—Wayne Coy, chairman of the Federal Communications Commission, said here it is up to private business, not the government, to provide television service in small cities.

He turned down a suggestion by James D. Tay of Harrisonburg, Va., that the government establish high-powered TV stations to cover areas not served by commercial transmitters. He said, however, that the FCC is keeping in mind that persons everywhere, not just in big cities, may want to see television.

Industry Division Host to Gov. Lehman

Industry figures were present yesterday at a luncheon given to Herbert H. Lehman by the Theatrical and Arts Division of the Independent Citizens Committee campaigning for his election to the U.S. Senate. Louis Nizer, industry lawyer, was toastmaster. Other speakers were Lehman, Quentin Reynolds, Maurice Tobin and Franklin D. Roosevelt, Jr.

Canadian 'PR' Plan

(*Continued from page* 1)

of retiring president H. C. D. Main, referred to incoming directors such matters as increased competition from 16mm. operators and from public libraries as well as a concerted move for reduction in Ontario of the 20 per cent ticket tax.

A new board of 12 directors was elected and following the annual luncheon in Vanity Fair the new board elected Roy Miller of St. Catharines as the new president with George H. Peters of Toronto as vice-president. Arch H. Jolley was reappointed executive secretary.

The Ontario MPTA learned from chairman Lou Rosefield of the membership committee that the Ontario roster had a net increase of 14 theatres in the past year to make a total membership of 327.

The report on the Industry Council was presented by Morris Stein who spoke for Fitzgibbons, who was out-of-town.

UN Sessions on Video

United Nations General Assembly sessions will be broadcast over the CBS Television Network beginning Nov. 7 with the Ford Motor Co. paying all costs in one of the most extensive public service projects ever set for TV. Beyond the mere identification of Ford as the sponsor, there will be no commercials. There will be two broadcasts daily, Monday through Friday, one from 11 A.M. to one P.M., and the other from three to four P.M.

Newsreel Parade

ERIC JOHNSTON'S return from Europe and the swearing in of Mrs. Anderson as Ambassador to Denmark are current newsreel highlights. Complete contents follows:

MOVIETONE NEWS, No. 88—Estonian "DP's" land in U. S. Mrs. Anderson sworn in as Ambassador to Denmark. ECA report by Eric Johnston. Vice-president Barkley engaged. Football. New York: Variety Club meeting.

NEWS OF THE DAY, No. 218—Eric Johnston reports on Europe. Preview of holiday rush in New York and Paris. Vice-president Barkley to wed. California hat show. Football.

PARAMOUNT NEWS, No. 21 — War remembrance in Greece. Bidault takes over reins of French government again. Mrs. Anderson sworn in as Ambassador of Denmark. Vice-president Barkley sets wedding date. Eric Johnston reports on Europe. Baby broadcast. Football.

TELENEWS DIGEST, No. 44-A—Washington; ouster of Admiral Denfeld attacked. Communists march to Washington. Mrs. Anderson, first lady Ambassador. U. S. plane crashes. Louis Armstrong in Italy. Mrs. Yvette Madsen faces murder charge in Frankfurt. Fur Institute of America selects Queen. Football.

UNIVERSAL NEWS, No. 296 — Eric Johnston reports on Europe. California train wreck. Hats. Football.

WARNER PATHE NEWS, No. 23—The 100,000th "DP" arrives in New York. Hawaiian dock strike ends. Football. Bidault forms new French Government. Eric Johnston reports on Europe. Grandmothers. Horse race.

NY 1st Runs Mild

(*Continued from page* 1)

Eager," M-G-M reissue, is headed for a nice first week's take of about $18,000. "The Doctor and the Girl" is going over fair enough at the Mayfair where the initial week's income is indicated at $15,000.

"Chicago Deadline" with Jo Stafford and others in person make up the Paramount's 23rd anniversary show which will open today on the heels of "Red Hot and Blue." The latter, with Erskine Hawkins' orchestra on stage, wound up its second and final week with a mild take of about $53,000. "Abandoned Woman" might reach $12,000 in a slow eight-day run at the Criterion; it will be followed tomorrow by "Thieves Like Us."

"The Heiress," with a stage presentation at the Music Hall, should do about $115,000 in a fair fourth week; it will stay another and will be succeeded by "That Forsyte Woman" on Nov. 10. "Jolson Sings Again," slipping but still fair enough, has about $17,500 in view for an 11th week.

"Pinky," one of the better holdovers, figures to take a good fifth week's gross of about $28,000 at the Rivoli. "Beyond the Forest," with a condensed version of "Make Mine Manhattan" on stage, is providing the Strand with modest business, estimated at $32,000 for a second week.

Doing consistent business is "Hamlet" at the Park Avenue where a 57th week's gross of $7,000 appears likely. "Christopher Columbus" should give the Victoria about $10,000 in a so-so third week. "Quartet" is on its way to a fair gross of $5,000 for a 31st week at the Sutton. "The Red Shoes" is headed for a 54th week's gross of $7,800, which is good business, at the Bijou.

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COMMAND PERFORMANCE

Selected for 1949's most distinguished film occasion of world significance

Metro-Goldwyn-Mayer presents

ERROL FLYNN GREER GARSON WALTER PIDGEON

ROBERT YOUNG

in

"That Forsyte Woman"

Based on Book One of
JOHN GALSWORTHY'S "THE FORSYTE SAGA"

JANET LEIGH
with HARRY DAVENPORT

color by Technicolor

Screen Play by Jan Lustig, Ivan Tors and James B. Williams
Additional Dialogue by Arthur Wimperis
Directed by COMPTON BENNETT
Produced by LEON GORDON

M·G·M 25th Anniversary 1924-1949

This year the selection for the Royal Command Performance was made from American films only. The choice of "THAT FORSYTE WOMAN" singles this great entertainment for world attention and confirms all forecasts of its importance.

This great star-studded Technicolor production will be the next attraction at Radio City Music Hall.

Carter to Organize Next Variety Meet

Norman (Turk) Carter has accepted an invitation to serve as chairman of the executive committee for the 14th Variety International convention, to be held in New Orleans next April 26-29, at the Roosevelt Hotel, it was disclosed here by Robert J. O'Donnell, Variety International chief barker.

Seymour Weiss, head of the Roosevelt Hotel, has accepted an invitation to serve as vice-chairman of the executive committee and chairman of the "Humanitarian Award" banquet which will climax the four-day convention.

'U-I's' 1950 Program

(*Continued from page* 1)

with Mauldin"; "Desert Legion"; "The Milkman"; "Frenchie," Technicolor Western starring Shelly Winters; "Air Cadet"; "I Love Louisa"; "Tomahawk," in Technicolor; "Winchester 73," starring James Stewart, and "Deported," starring Marta Toren and Jeff Chandler, with Robert Buckner producing and Robert Siodmak directing.

Set 'Free for All' Premiere

Universal-International's "Free for All" will have its world premiere at the Warner Theatre in Milwaukee on Friday, in line with all-out promotional plans formulated a few weeks ago during meetings at the U-I studios of the company's advertising, publicity and exploitation executives with David A. Lipton, national advertising-publicity director.

AGVA Will Withdraw Suit Against Musicians

American Guild of Variety Artists president Gus Van announced here last night that the executive committee has, upon his recommendation, authorized withdrawal of the Guild's petition for a court injunction against the American Federation of Musicians and has returned a $50 initiation fee collected by AGVA from musician Lee Norman some months ago.

The announcement followed a first meeting, at executive level, looking toward a peaceful settlement of the dispute involving musicians and actors.

James C. Petrillo, president of the American Federation, who has followed closely the preliminary developments from his Chicago office over the last few days, was not present at yesterday's meeting in the musicians' headquarters here, but he authorized the following statement:

"By these acts of good faith with respect to the Lee Norman matter and the withdrawal of the suit, Mr. Van has created an atmosphere in which I hope and believe this labor dispute can and will be settled. Mr. Van's initiative and authoritative handling corrects a situation that heretofore had made it fruitless for us to attempt to work out a lasting solution."

20th's 1950 Releases

(*Continued from page* 1)

Betsy Drake, produced by George Jessel and directed by Irving Reis; "When Willie Comes Marching Home," starring Dan Dailey and Corinne Calvet, produced by Fred Kohlmar and directed by John Ford; "Three Came Home," starring Claudette Colbert, produced by Nunnally Johnson and directed by Jean Negulesco; "Oh, Doctor," starring Dorothy McGuire and William Lundigan, produced by Fred Kohlmar and directed by Claude Binyon.

Alo, "Two Corridors East," starring Montgomery Clift and Paul Douglas, produced by William Perlberg and directed by George Seaton; "A Ticket to Tomahawk," starring Dan Dailey and Anne Baxter, produced by Robert Bassler and directed by Richard Sale; "Night and the City," starring Gene Tierney and Richard Widmark, produced by Sam Engel and directed by Jules Dassin; "Broken Arrow," starring James Stewart, produced by Julian Blaustein and directed by Delmer Daves; "Love That Brute," starring Paul Douglas and Jean Peters, produced by Fred Kohlmar and directed by Al Hall; "Wabash Avenue," starring Betty Grable, Victor Mature and Phil Harris, produced by Sol Siegel and directed by Henry Koster.

Pictures currently shooting at the 20th Century-Fox studio are: "The Big Fall," starring John Garfield and Micheline Prelle; produced by Casey Robinson and directed by Jean Negulesco; "Cheaper by the Dozen," starring Clifton Webb, Jeanne Crain and Myrna Loy, produced by Lamar Trotti and directed by Walter Lang; "The Gun Fighter," starring Gregory Peck, produced by Nunnally Johnson and directed by Henry King.

Samuelson Backs

(*Continued from page* 1)

tivity in which he does not wish to participate.

Attended by some 50 exhibitors representing approximately 250 theatres in Pennsylvania, New Jersey and Delaware, the meeting heard a report on the Minneapolis convention. In reply to a question as to the effect of television on theatre grosses, Samuelson reported that his talks with theatre men in areas where there was no television indicated that box-office returns were "just as spotty" as in TV territories.

Reviewing the entire current film situation picture by picture and company by company, the consensus was that it is most important for the producers "to get back to making motion pictures that will build up the box-office" without running into higher production costs. Any suggestion of a "boycott" to combat unethical practices by film companies who are not subject to the decree was discouraged by Samuelson.

Following a hot discussion about Columbia's policy on "Jolson Sings Again," he urged members to report any methods or subterfuges used to force advanced admissions.

NJ Allied on 'Jolson'

(*Continued from page* 1)

in Minneapolis last week adopted a resolution decrying compulsory advanced admission prices, with particular attention to Columia's policy for "Jolson."

The "Jolson" sales policy comes within the category of matters dealt with by Jersey Allied's standing committee dedicated to forthright action on allegations of abuses in the "misallocation of percentage pictures." The committee is composed of Dollinger, Snaper and Lou Gold.

Another $200,000 From Frozen Funds

Washington, Nov. 1.—The Indonesian government is now permitting U. S. film companies to take out the equivalent of $200,000 a year, with the balance remaining blocked in Indonesia, the U. S. Commerce Department reports.

Shortage of dollars is the chief reason for a sharp drop in U. S. film imports into Indonesia. Before the war, between 70 and 80 per cent of all films imported were of U. S. origin. The percentage is now about 65 per cent.

NEFC Nears

(*Continued from page* 1)

since, pledges have been received in steady volume but the process was slower than anticipated due largely to the need of many participants to convene meetings of directors of their companies to vote the appropriations.

In recent weeks, Si Fabian, Sam Pinanski and other officers of NEFC have been urging supporters of the new producing company in the field to action and the results have begun to show. As soon as the minimum has been pledged, actual issuance of stock will begin. Thereafter a meeting of stockholders will be called to elect directors, who will elect officers, and the company will be ready to make deals with recognized producers, some of whom already have been consulted.

20th's Odeon Bid

(*Continued from page* 1)

Continent and the Near East. The latter initiated the talks with Rank on taking over Canadian Odeon and now it appears that Charles Skouras will follow through.

Before he came here from his Coast headquarters at the weekend, the latter stopped off in Washington where he reportedly discussed with the Department of Justice problems encountered by the company in dissolving its theatre partnership operations. As required under its agreement with the Department, the company is to break with its circuit affiliates by Dec. 20, but an extension of that deadline is now being sought.

Video Rates Up 20%

HOLLYWOOD, Nov. 1.—Paramount-owned television station KTLA, Los Angeles, has announced a rate increase of 20 per cent for time segments of over one minute duration, effective today.

PLEASE
wait until
You Know
the truth about
'My Foolish Heart'!
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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 87 NEW YORK, U. S. A., THURSDAY, NOVEMBER 3, 1949 TEN CENTS

CanadaOwners Get the Nod ForTheatreTV

May Give Preference to Them Over Large Circuits

OTTAWA, Nov. 2.—The Canadian government will welcome any application from exhibitors as a group for the granting of a theatre television channel, it has been learned here.

It is understood that at the recent meeting in Ottawa of the Motion Picture Exhibitors Associations of Canada, held in conjunction with the convention at which the Motion Picture Industry Council of Canada was formed, a key member of the exhibitors' group spoke to Robert H. Winters, Federal Minister of Reconstruction, and asked him how the government would look upon a theatre television application for a channel to supply television programs to Canadian houses. The question was pertinent since Famous Players-Canadian, the 350-theatre Paramount affiliate in Canada, months ago submitted an application for a regular video channel, which has not been granted. Now it is reported that not only will the government welcome such an application

(*Continued on page 6*)

FP-C Gives Canada 1st Direct Telecast

TORONTO, Nov. 2.—Complete success attended the first test of Famous Players' mobile television unit when, under the direction of George Cuthbert, chief engineer of the circuit, a TV transmission was given to an audience of 400 in a convention hall here.

Used for the first telecast (Canada has no standard video transmitter), was the RCA-Victor sending apparatus and two cameras with reception on six RCA-Victor screens which had been set up in rows inside the auditorium. The equipment is carried in a covered truck emblazoned

(*Continued on page 6*)

Peckham Heads MPS Branch to Open Soon

ATLANTA, Nov. 2.—Ralph Peckham, associated with various exchanges at Atlanta, Jacksonville, Dallas and Boston for many years, has been appointed manager of a new Motion Picture Sales Corp. branch which will be in operation here within two weeks.

Academy Short Subjects Awards Method Challenged

As the result of a disagreement with the Academy of Motion Picture Arts and Sciences over the method of short subject selection for Academy Awards, Paramount is expected to forego submission of any of its short subjects for consideration next spring, it is understood.

All Paramount shorts are produced by Famous Studios in New York, of which Sam Buckwald is general manager and producer.

Buckwald, who claims to have Paramount's full support in his stand, last spring gave up his personal membership in the Academy, as did his two co-directors at Famous, Isadore Sparber and Seymour Kneitel. Buckwald's claim is that since many shorts are produced in the East, the fact that the nominating, screening and voting on the films takes place on the Coast makes it very difficult for Eastern members to participate.

He said this made the method of selecting the top short of the year unfair. In the present method, each

(*Continued on page 6*)

Congress Hears of SWG's Benefactions

Washington, Nov. 2.—Only a few groups of professional workers in America "have contributed so freely of the time and talents of its members to public causes as the Screen Writers Guild," Rep. Helen Gahagan Douglas asserted today.

In remarks inserted in the *Congressional Record*, the California Democrat praised the Guild's activities during the war, in support of Treasury bond drives and in behalf of "nearly every campaign for the betterment of our country."

Set U. K. Release For Film Classics

LONDON, Nov. 2.—David H. Coplan of the new International Film Renters is scheduled to return here from New York next week after reportedly completing arrangements for International to distribute here up to 12 pictures annually made by Film Classics in America.

Indications are that arrangements also will be made for joint production here by Film Classics and International with financial backing from Andrew Holt, Canadian banker and old-time business colleague of Lord Beaverbrook, and assistance from the government's Film Finance Corp.

Million in Talent, Services for UJA

In their annual gesture towards the United Jewish Appeal of Greater New York, scores from the show business will contribute upwards of a million dollars worth of talent, scenery, services and equipment to the 16th annual "Night of Stars" show for refugee relief and Israel resettlement, which takes place at Madison Square Garden here on Nov. 14.

The four-and-a-half-hour show will be under the supervision of James Sauter, who will be supported by such figures as Barney Balaban, Nate J. Blumberg, Jack Cohn and Albert Warner, honorary chairmen; co-chairmen Marvin H. Schenck, Louis K. Sidney, Ed Sullivan, Robert M. Weitman and Arthur Knorr, and vice-chairman Max Wolff.

GoldAppointsNFTC Committee Heads

Naming committee heads for his new administration, Melvin L. Gold, president of the National Television Film Council, and advertising manager of National Screen, stated that in anticipation of increased activity new committee chairmen will be aided by vice-chairmen. He named William S. Roach, of the law firm of Weisman, Grant and Jaffee and vice-president of NTFC, as coordinator of committees and indicated that Roach would integrate the activities of all of the groups, clear reports and activities and generally function as overall administrator of committee activities. Gold named the following committee heads:

Distribution Committee, chairman,

(*Continued on page 6*)

Walker Joins Bank as Distribution Expert

LOS ANGELES, Nov. 2.—The Bank of America today engaged Tom Walker as special representative on matters pertaining to motion picture distribution, board chairman A. J. Gock announced. Walker, who was with the bank many years before becoming a vice-president of United Artists and later of Edward Small Productions, will be attached to the bank's Los Angeles headquarters, but will spend the majority of his time in New York.

Plan for New US-UK Trade GroupFavored

King Proposal Gains Influential Support

By PETER BURNUP

LONDON, Nov. 2.—Sir Alexander King's proposal to Eric Johnston, Motion Picture Association of America president, for the establishment of a joint council truly representative of the British and American industries is rapidly gaining favor in influential quarters here.

What many shrewd theatremen envisage is that a sort of High Court or Motion Picture Parliament may emerge from the discussions they propose; a body which could go to Britain's government and present a common policy in behalf of both the British and American industries.

The new organization would, of course, supplant the present Anglo-American Films Council, presently representative only of the British Film Producers Association and the

(*Continued on page 6*)

Atlas Owns 50,000 Paramount Shares

WASHINGTON, Nov. 2.—Atlas Corp. owns 50,000 shares of Paramount common stock, valued at approximately $1,012,500, according to a report filed with the Securities and Exchange Commission. The company also owns 12.04 per cent of Walt Disney Productions through bond holdings valued at $308,500 and 91,700 shares of common stock valued at about $355,337.

Additionally, the investment company is in possession of Radio-Keith-Orpheum option warrants on 234,012 common shares valued at around $43,877, based on market quotations. These expire on Jan. 31, 1950.

Ira Stone Is Named RKO Atlanta Head

Ira P. Stone has been appointed RKO Radio branch sales manager in Atlanta—replacing Hubert Lyons, resigned—by Robert Mochrie, vice-president and general sales manager.

Stone has been with RKO Radio for 20 years.

'TV,' Talent 'Raids' Cost CBS a Million

Reflecting the high expenditures involved in its talent raids on other networks and continued deficit operations in television, Columbia Broadcasting yesterday reported a net profit of $2,003,812 for the 39 weeks ended Oct. 1, against $3,010,446 for the same period in 1948.

The CBS board yesterday declared a dividend of 35 cents per share on its Class A and B stock, payable Dec. 2 to stockholders of record on Nov. 18.

Per-share earnings for the 39-week period amounted to $1.17, compared to $1.75 for the corresponding 1948 period.

The CBS gross for the 1949 period was $74,607,071, representing an increase of nearly $4,000,000. The gross for the 39 weeks last year was $70,904,806.

Ascap, Telecasters Continue Meetings

Ascap and representatives of television interests are continuing their meetings here with an agreement in prospect on a formula determining rates for the use of the Society's music on a per-program basis. Meanwhile, Ascap has advised the telecasters informally that the interim arrangement for continued use of its repertoire until the pact is signed will be continued in effect to Nov. 15, representing a new 15-day extension.

See Colosseum Talks Lasting Until Friday

CHICAGO, Nov. 2.—Representatives of the Colosseum of Motion Picture Salesmen and distributors met here for the second day at the Blackstone Hotel on negotiations regarding a new wage and expense contract, with the discussions expected to continue through Friday. David Beznor, Colosseum attorney, and Clarence Hill, 20th Century-Fox executive acting as spokesman for the distributors, would make no statement at this point.

Divorcement Hearing Is Set for Dec. 6

Hearing on the divorcement decree to be entered by the U. S. District Court in the governments' anti-trust case has been set for Tuesday, Dec. 6, according to film company attorneys here who said they were so advised by the Department of Justice. The court session is expected to be very brief, probably only one or two days, but the actual order is not expected before early next year.

Ainsworth to Hospital

MILWAUKEE, Nov. 2.—W. L. Ainsworth, president of Allied States, and Mrs. Ainsworth will enter Battle Creek Sanitarium, Battle Creek, Mich., for physical checkups soon. Ainsworth said the examination will not interfere with his attendance at the industry public relations meeting in Washington this month as Allied's representative.

Personal Mention

PHIL REISMAN, RKO Radio foreign manager, will arrive here from Europe today on the *Queen Elizabeth* after attending the French premiere of "Joan of Arc" and viewing a rough cut of Walt Disney's "Treasure Island" in London.

•

E. K. (TED) O'SHEA, Paramount assistant general sales manager, will leave here today for Cleveland and Detroit.

•

SAM SEIDELMAN, Eagle-Lion general export manager, has returned from a four-week tour of the Carribbean area.

•

CARROLL PUCIATO, Realart exchange operations head, will leave here today for a tour of exchanges in the South and West.

•

VERNON CALDWELL, Walt Disney Productions executive, is in New York from the Coast.

CHARLES CASANAVE, Motion Picture Sales Corp. executive, left here yesterday by plane for Rome.

•

FRED C. QUIMBY, M-G-M short subjects producer, and MRS. QUIMBY, the former GLADYS THOMPSON of London, Ont., were visiting there and Toronto from Hollywood last week.

•

GUS BACOLINI, Atlantic Advertising agency executive, and MRS. BACOLINI, are the parents of a baby girl born Tuesday at Good Samaritan Hospital, Brooklyn.

•

ED HINCHY, head of Warner's playdate department, is in Washington today from New York and will be in Philadelphia tomorrow, returning here over the weekend.

•

BERT SANFORD, ABC Vending Corp. general sales manager, has undergone a second major eye operation at St. Clare's Extension Hospital here.

Paramount Heads at Memphis Dedication

MEMPHIS, Nov. 2.—Next Tuesday night ceremonies will be held here marking the conversion of the Strand Theatre to a first-run outlet, where Paramount's Hal Wallis production, "My Friend Irma," will have its premiere.

Among those scheduled to be present at the theatre, to be operated by Paramount Theatres Service Corp., are Robert Weitman, vice-president; M. R. (Duke) Clark, South-Central division manager, and L. W. McClintock, Memphis branch manager. Weitman is expected to arrive here Friday for conferences with officials of Tenarken Paramount Corp., a subsidiary of Paramount Theatres.

Erskine Productions, New Independent

HOLLYWOOD, Nov. 2.—Formation of an independent production company has been announced by Chester Erskine, formerly a producer with Universal-International and M-G-M. A. Pam Blumenthal will be associated with Erskine in the new company, to be known as Chester Erskine Productions. First production slated is "My Wife, the Celebrity," written by Erskine.

Form New Company

HOLLYWOOD, Nov. 2.—Irving Allen and Sam Dembow, Jr., have formed Allen & Dembow Productions, and announced "Man Who Watched Train Go By" and "New Mexico" as its first productions. Both will be in Ansco color.

Set Van Gogh Film

Arthur H. Canton and Sanford Weiner will release nationally the featurette, "The Life of Vincent Van Gogh." It will have its New York premiere starting Nov. 15 at the Sutton Theatre during the run of "The Fallen Idol."

Sullivan's Itinerary Includes 2 Meetings

Theatre Owners of America executive director Gael Sullivan, due to return to New York today from Washington, will leave here at the weekend for St. Louis to address the Monday and Tuesday convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

On his way back to New York Sullivan will stop off in Buffalo on Wednesday to attend the meeting there of the local TOA unit. He is expected to be in Washington again the following weekend.

500 Enter 20th-Fox's 'Fullback' Contest

More than 500 campaigns, from 41 states and five Canadian provinces, have been entered in the promotional contest for exhibitors showing 20th Century-Fox's "Father Was a Fullback." The company, which is awarding prizes totaling $7,500 to those campaigns judged the best, expects almost double the number of contestants by the time the contest closes on Dec. 4.

Columbia's Lipskin Gets Added Duties

Lawrence H. Lipskin, assistant to N. B. Spingold, vice-president of Columbia Pictures in charge of advertising-publicity, has been, in addition, named director of public relations of Columbia International.

Towne Suit Resumes

CHICAGO, Nov. 2.—Hearings on the clearance suit by Towne Theatre, Milwaukee, resumed here today before Federal Judge John J. Barnes after a two-day hiatus, with Harold J. Fitzgerald, Fox-Wisconsin Theatres head, testifying that he was among those responsible for the Wisconsin zoning plan formulated in 1930.

Some Relief on Huge Turkish Import Tax

Washington, Nov. 2.—U. S. Commerce Department here reports that both distributors and exhibitors in Turkey have won some change in the 70 per cent tax placed on Istanbul theatres showing imported features (compared with 25 per cent on those showing native films). The 70 per cent tax is retained for first-runs, but they are permitted to raise their admission prices. Second-runs have had the tax reduced to 65 per cent and third-runs to 35 to 50 per cent, depending on location.

Ohio Exchangemen Acquire Theatres

CINCINNATI, Nov. 2.—Allan S. Moritz, Columbia branch manager, has leased the National Theatre Building at Louisville, housing the 2,300-seat theatre, stores and offices. The lease was acquired from Fifth and Walnut, Inc., lessee and operator of the house for several years, and which, in turn, recently purchased the property from I. J. Riker, Brooklyn real estate operator, for a reported $350,000, plus assuming a $120,000 first mortgage. Moritz, also interested in the Grand and Airway theatres in Louisville, has closed the National for extensive remodeling.

William Bien, local circuit operator and district manager of National Screen Service, has taken a long-term lease on the 900-seat suburban 20th Century Theatre, originally operated by Willis Vance and Associates.

$88,367 GPE Net In Third Quarter

General Precision Equipment Corp. and subsidiaries—among them National Theatre Supply, International Projector and National-Simplex—yesterday reported net sales of $6,728,378 for the third quarter of 1949, and a net profit of $88,367, equal to 15 cents a share on common stock. This compares with net sales of $7,201,082 and a net profit of $323,174 for the same period of 1948, equal to 54 cents per common share.

General Precision directors have declared a dividend of 25 cents per share on the common stock, payable on Dec. 9 to stockholders of record at the close of business on Nov. 18.

Para. Sets Two Press Previews for 'Samson'

Paramount will hold two special screenings of Cecil B. DeMille's "Samson and Delilah" for the New York press and radio field at the Museum of Modern Art on Nov. 11 and 14, it is announced by Max E. Youngstein, advertising-publicity director.

The first will be for newspapers, syndicates and magazines, with the trade press invited to the Nov. 14 showing.

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"ALWAYS LEAVE THEM LAUGHING"!

"BEYOND THE FOREST"!

"UNDER CAPRICORN"!

A TRANSATLANTIC PICTURE

COLOR BY TECHNICOLOR

"TASK FORCE"!

"WHITE HEAT"!

and SEABISCUIT

"is off to a flying start!

THIS IS THE WEEK OF WARNERS' 255-THEATRE PREMIERE TESTIMONIAL TO A NEW INDUSTRY CHAMP!

COLOR BY *Technicolor*

THE STORY OF SEABISCUIT

STARRING SHIRLEY TEMPLE · BARRY FITZGERALD

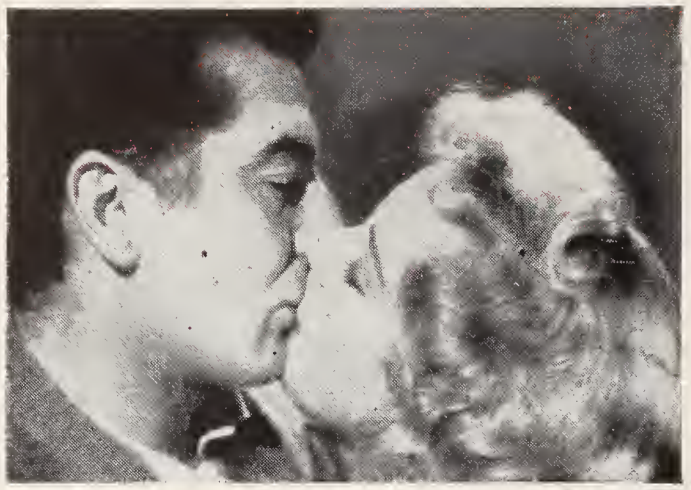
ALSO STARRING LON McCALLISTER

DIRECTED BY DAVID BUTLER

WRITTEN BY JOHN TAINTOR FOOTE

PRODUCED BY WILLIAM JACOBS

Okay Boxoffice! The music is in Paramount's new one cal



"HERE'S VIC MATURE as the aspiring producer who produces terrific reactions in girls like me."

"HERE'S ME, THE IMPULSIVE TYPE wielding that ancient weapon of warfare, the custard pie."

"HERE'S FRANK LOESSER, composer of my red-hot songs, whose acting Showmen's T. R. calls 'Wonderful'!"

"HERE'S 'STAND-OUT SONG' says Variety reviewing 'That's Loyalty.' 'Now That I Need You' is another."

"HERE'S SOMETHING TO GET MY TEETH INTO—more excitement than 'Perils of Pauline'."

"HERE'S MY CRACK-DOWN ON GANG-LAND that Jimmie Fidler called 'bombastic gymnastics'!"

al mayhem you like me to do

ed"

"RED, HOT AND BLUE"

Betty Hutton
Victor Mature
in
"RED, HOT AND BLUE"

A JOHN FARROW production with
WILLIAM DEMAREST · JUNE HAVOC
Produced by ROBERT FELLOWS
Directed by JOHN FARROW
Screenplay by Hagar Wilde and John Farrow
Story by Charles Lederer
Music by No. 1 Song-Writer FRANK LOESSER

"HERE'S THE JIVE HAMLET NUMBER that made Motion Picture Daily say: 'It's all for laughs'!"

"HERE'S THE ALL-OUT CLIMAX when Vic and I wreck a warehouse—with 'pandemonium unlimited' reports Film Bulletin."

BBC to Buy Rank's Studio for Video

London, Nov. 2.—Arrangements are virtually completed for the acquisition by British Broadcasting Corp. of J. Arthur Rank's Shepherd's Bush studio. Although the sales agreement still is unsigned, it is known that BBC plans to use the studio for television purposes.

Most of the equipment and material of the Shepherd's Bush and Islington studios, both Rank's, is being sold at auction. Both plants have been idle for weeks.

US-UK Group

(*Continued from page* 1)

MPAA, rather than of the two industries in toto. King, who is president of the Cinematograph Exhibitors Association, would add independent producers, exhibitors and, perhaps, trades unions of both the British and American industries to the representation on the new group.

Johnston told this correspondent that he was considerably impressed with the proposal and would bring it up for discussion on his return to America. He is believed ready to do so at the MPAA board meeting scheduled for Friday in New York.

Silent on Council Meeting

Moreover, Johnston refused to commit himself in reply to urgings by Sir Henry French of the BFPA for a new meeting of the present Anglo-American Films Council. French is bitterly opposed to the King suggestion for formation of a new group.

Exhibitors, on the other hand, have always maintained that BFPA's higher-ups never were qualified to speak for the whole British industry. They bluntly declare that "big" producers now have still less qualification to speak in view of, as CEA men say, "the pot-mess into which they have landed themselves."

See Monetary Pact Talks

Johnston is expected back here early next year for discussions on the monetary pact with Harold Wilson, president of the Board of Trade, and CEA leaders are hopeful that may be the occasion for organization of the new group and perhaps action by it. In authoritative circles it is believed that Wilson is now disposed to integrate his discredited quota pattern more closely with the unremittable sterling problem. That, it is urged, makes a joint approach even more desirable.

Johnston was extremely impressed while here with the volume of 20th Century-Fox investment in British production and with other joint production enterprises in which dollars as well as pounds are utilized. That, he said, called for close consideration on his return as an instrument for the stimulation of international trade and for the sustenance of America's lucrative British film market.

Review

"Adam's Rib"

(Metro-Goldwyn-Mayer)

A LARGE New York audience at Loew's Lexington Theatre had an uproarious time at a sneak preview of "Adam's Rib" a few nights ago, often rolling up laughter in sufficient volume to overwhelm the dialogue. It is a safe bet that other audiences in other theatres from first-run down the line will react identically.

Ruth Gordon and Garson Kanin dug deep for this one. Founding a story on equal rights for women in as adult a year as 1949 was an evidence of courage, optimism or desperation. It is hard to figure which. But the situations they have developed and the script they have written dress up the basic idea so adroitly and so divertingly that the whiskers do not seem to show. Or, if they do, they do not seem to be important.

Their expertness goes beyond to embrace bright dialogue which borders occasionally on the risque, as do some of the situations. Here and there, and probably because of the 101 minutes of running time, the briskness of the pace lags and the proceedings falter. Yet, taking it as it stands, "Adam's Rib" is that rare bird—a first-class comedy very capably directed and performed and giving off an air of considerably more substance than it actually has.

For the first time since "State of the Union," Spencer Tracy and Katharine Hepburn are reunited. They are husband and wife. He is an assistant district attorney and she, a practicing lawyer. The story pivots around the circumstance set up when Judy Holliday sets out to kill two-timing husband, Tom Ewell, and his lady love, Jean Hagen. Miss Hepburn takes the position that a man under similar circumstances undoubtedly would go free, but not so a woman.

You can accept the theory or not, but the point is Miss Hepburn takes on the case in opposition to her husband who is prosecutor for the state. The film deals with their legal joustings such as could come only from Hollywood, the effect on their private lives which threaten to take separate ways and their final reconciliation with enough leeway to permit the authors to dream up a sequel any time they and Metro get around to it.

All of the principal players are swell. Tracy and Miss Hepburn were never more effectively joined. Nothing and nobdy, however, stand a chance when Miss Holliday, as the dim-wit, gun-toting wife is on the screen. She simply wraps up the film and only returns it to the others when the script moves along to other business and other characters. David Wayne, like Miss Holliday a recruit from successful Broadway stage plays, is a decided asset. George Cukor's direction is tops. Lawrence Weingarten, who produced, has every right to stick a bright feather in his cap.

Running time, 101 minutes. General audience classification. Release date, Nov. 18.

RED KANN

Odeon Shares in Drop

LONDON, Nov. 2.—Apparently anticipating the publication on Monday of the annual financial report of J. Arthur Rank's motion picture enterprises, Odeon Theatres' ordinary shares today dropped one shilling three-pence to close at nine shillings three-pence.

Academy Awards

(*Continued from page* 1)

company submits three shorts, from which a nominating committee picks a total of five. These five are given a special screening at which all of the 2,000 Academy members can vote. However, it is Buckwald's claim that only a fraction of the 2,000 attend since many who are interested cannot make special trips to Hollywood for the event.

A solution, Buckwald feels, would be either to have the screening in the East, or to place the short subject on the regular printed ballot the same as feature pictures. He also said that the number of cartoons, for example, as one category of short subjects, submitted by each studio should be limited to one.

FP-C Gives Canada

(*Continued from page* 1)

with the name of Famous Players Canadian Corp., and is to be used for telecasts to Famous Players theatres eventually.

The next stop for the truck and crew will be the Chateau Laurier in Ottawa on Nov. 19 when a TV program will be transmitted to screens within the hotel, of a meeting of Viscount Alexander of Tunis, the Canadian Governor-General, Prime Minister Louis St. Laurent and cabinet ministers.

Gold Appoints

(*Continued from page* 1)

John Mitchell, United Artists Television, vice-chairman, W. W. Black, Official Television, Inc.; production, chairman, Henry Morley, Dynamic Films, Inc.; vice-chairman, Jules Bricken, Screen Gems, Inc.; television stations, Robert Paskow, WATV, Newark, vice-chairman, Helen Buck, WCAU, Philadelphia; membership, chairman, Jerry Albert, United World Films, vice-chairman, William Holland, Hyperion Films, Inc.; Television Film Clearance Bureau, chairman, Paul White, International Trans-Video Inc.; Television Film Production Clinic, chairman, J. A. Maurer, Maurer, Inc.; Program Committee, Irwin Shane, *Televiser Magazine*, vice-chairman, Helen Buck.

Sally Perle, recently elected NTFC secretary and formerly chairman of the press relations committee, was named press representative for the Council. Miss Perle, heads the Mesal Organization, on advertising agency.

Dollar Profits Are Down in Mexico

WASHINGTON, Nov. 2.—Devaluation of the peso and tighter Mexican import controls are combining to cut dollar profits of U. S. distributors in Mexico, the Commerce Department reported today.

During the first quarter of 1949, a test of U. S. government figures available show 26 per cent fewer films were imported by Mexico—due to a new requirement for import licenses—than during 1948. U. S. distributors suffered proportionately. On top of this, the peso was devalued.

Two bright spots for U. S. companies are that more theatres are operating—108 in the Mexico City district compared with 95 a year earlier—and Mexican films are losing in quality and box-office appeal.

This latter fact is also responsible for a drop in the exports of Mexican films to the U. S. Shipments were 46 per cent below those for 1948 period.

Commerce stresses that the major Mexican studios are now suffering serious financial difficulties because too few films are being made by independent producers.

Canada Owners

(*Continued from page* 1)

from Canadian exhibitors, but will probably favor it over large circuit applications.

Recently, John J. Fitzgibbons, president of Famous Players, said that his company, if its application is approved, will go into the television business, which meant, he explained, that Famous Players had made plans to set up a regular television station. However, the Canadian Association of Broadcasters has expressed strenuous objections to the Famous application, claiming that with the limited number of channels available, none of which have been allocated yet, it is unfair for a theatre group to have its application granted.

Meanwhile, exhibitors in Ottawa have set up a committee to study all of the ramifications of theatre television, including progress and plans made by the Theatre Owners of America and other U. S. theatre groups.

Gets Hamrick's Rialto

TACOMA, Nov. 2.—Operation and management of Tacoma's first-run Rialto Theatre has been turned over by Hamrick Theatres to Mrs. H. T. Moore, who with her late husband originally opened the house in 1919, it is disclosed by Will J. Conner, Hamrick executive.

DU-ART...
A GOOD NAME TO REMEMBER FOR LABORATORY WORK · 16 mm, 35 mm

A complete service for distributors of foreign pictures. Dupe negatives, dialogue titles, art work.

DU-ART FILM LABORATORIES, Inc.
245 WEST 55th ST. CO. 5-5584

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 88 NEW YORK, U. S. A., FRIDAY, NOVEMBER 4, 1949 TEN CENTS

MPS Plans 25 US Branches; 16 Films Set

Opened 9 Offices During 1st Year of Operation

Motion Picture Sales Corp., which will be a year old next month, disclosed here yesterday that its blueprint for the future calls for 20 to 25 key city offices. If the company continues to open branch offices at the rate it has in the past year, its goal will be reached in less than two years.

With the setting up recently of branches in Los Angeles, San Francisco and Atlanta, a total of nine are now operating. Respective managers of these three are Del Goodman, Herb Kaufman and Ralph E. Peckham.

Meanwhile, the company has acquired distribution rights to 16 features and four short subjects, with deals for three additional features pending, it was disclosed.

Neil Agnew, MPS president, has planned for 20 to 25 branches, the same number Selznick Releasing Organization had when Agnew was president of that company a little over a year ago. The MPS head regards 20 to 25 branches a comfortable num-

(*Continued on page 6*)

N. Y. 1st-Runs Get 10 M-G-M Pictures

One of the heaviest booking schedules in the Broadway first-run area in the history of M-G-M or any other distributor, has been set by the company from now till the end of the year, topping off the company's 25th anniversary which winds up on Dec. 31. A total of 10 productions are involved.

Moving into the Music Hall on Nov. 10 will be "That Forsyte Woman," to be followed by "On the Town" as the company's holiday musical. Also

(*Continued on page 2*)

SEC Orders Changes In Company Reports

WASHINGTON, Nov. 3.—The Securities and Exchange Commission has made several changes in various forms on which film companies and other concerns must make quarterly and annual reports.

One major change is a new form on which quarterly sales data must be

(*Continued on page 6*)

Date of Divorcement Hearing Meets Challenge

Film company attorneys will be in U. S. District Court today asking for a more convenient date for the hearing on the divorcement decree in the industry anti-trust suit. The court had agreed to Dec. 6 as suggested by the Department of Justice but film company lawyers were not consulted.

They have an appointment to see Federal Judge Augustus N. Hand today and hope to come up with a date more acceptable to all concerned. The deadline for filing proposed judgments by the defendants still stands at Nov. 17.

Schlanger Reports on New Building Laws

More liberal theatre building regulations that would mean better auditorium design in general and more efficient seating plans in particular for many theatres, are reported nearing enactment after years of agitation, Ben Schlanger, New York theatre architect declares in the Better Theatres Section of the "Fall Buyers' Number" of *Motion Picture Herald*, published today.

Some influential code authorities already have provided for the so-called "Continental" scheme of seating, while others engaged in drawing up new regulations appear ready to propose it, too, says Schlanger.

Heavy Advertising By U-I on 4 Films

HOLLYWOOD, Nov. 3.—Universal-International studio product and promotion meetings here, attended by Nate Blumberg, W. A. Scully, Leo Spitz, William Goetz, Edward Muhl, Maurice Bergman, Rufus Lemaire and David A. Lipton, have resulted in the decision to allocate top-budget advertising and promotional campaigns on four of U-I specials slated for release in the next few months.

The four are: "Bagdad," in Technicolor, starring Maureen O'Hara, Paul Christian and Vincent Price; "South Sea Sinner," another top-budget feature with Shelley Winters and Macdonald Carey; "Woman in Hiding," with Ida Lupino, Howard Duff and Stephen McNally, and "Francis," with Donald O'Connor.

"Bagdad" will be the first to get

(*Continued on page 2*)

Chicago Opening of 'Idol' at Esquire

CHICAGO, Nov. 3.—SRO's "The Fallen Idol" will open Nov. 17 on a first-run for two weeks at the Esquire which will raise its admission scale to a 98-cent top, equivalent to downtown prices. The house generally plays films one week. After the Esquire run, "Idol" will move to the Surf Theatre for an extended run. Both theatres, operated by the H. and E. Balaban Circuit, cater mostly to "art" patrons.

Warner Talks On Divestiture

Recent discussions between Warner Brothers and the Department of Justice do not constitute an effort by the company to negotiate a consent decree to remove it as a defendant from the government anti-trust suit pending in New York Federal court, a ranking company official stated yesterday.

Warners is submitting divestiture proposals, the official said, in compliance with the court's request that defendants and the government endeavor to agree on theatres which must be disposed of in order to reduce insofar as possible future litigation over the question. It was not denied, however, that if substantial agreement on divestiture could be reached a major obstacle to a consent decree would be removed.

No meetings with the Department of Justice have been held this week and none are scheduled for the immediate future. Harry and Jack Warner, who have been in New York for the past week, have not yet made definite plans for returning to the Coast.

Bulova Contract Nets $125,000 for Academy

HOLLYWOOD, Nov. 3.—Conclusion of a contract with the Bulova Watch Company which licenses it to manufacture a watch to be known as the "Academy Award" model was announced today by Charles Brackett, president of the Academy of Motion Picture Arts and Sciences.

The contract guarantees a minimum return of $125,000 over a four-year period and gives Bulova exclusive watch advertising rights to reproductions of the Academy's "Oscar." Money received will be used to reduce indebtedness on the Academy's theatre building.

Arnall Favors New US-UK Trade Council

Group Would Aim for Mutual Understanding

A new committee which would be entirely representative of the film industries of the United States and the United Kingdom, or expansion of the present Anglo-American Films Council was advocated here yesterday by Ellis G. Arnall, president of the Society of Independent Motion Picture Producers.

Ellis G. Arnall

But strong qualifications were made by the former governor of Georgia. He said the group he has in mind would be assigned only to the development of mutual understanding between the two countries and that actual trading should be engaged in on

(*Continued on page 6*)

Johnston Reports To MPAA Today

Eric Johnston will report to the board of directors of the Motion Picture Association of America on his recent six weeks tour of Europe at a meeting in the association's offices here this morning.

In addition to presenting his observations of economic conditions and the status and prospects of motion pictures abroad, Johnston may inform the board of the proposal made to him in London by Sir Alexander King, presi-

(*Continued on page 6*)

Altec Promotes Two, Adds 6 Servicemen

Ralph Kautzky has been promoted by Altec from Broadway service inspector here to New York suburban field manager, taking in New Jersey and Upstate New York. J. I. Mather, formerly field manager in Detroit, becomes field manager in the Washington-Maryland-Virginia area, with a

(*Continued on page 2*)

Personal Mention

SYDNEY FRANKLIN, M-G-M producer, and MRS. FRANKLIN, have left here for the Coast, following their return from London.

•

JAMES J. JORDAN, Universal-International contract and playdate manager, is due back in New York today from Washington. He will be in Philadelphia next week.

•

WILLIAM GOLDEN of M-G-M's studio publicity staff, arrived here yesterday from the Coast en route to London.

•

CHARLES SIMONELLI, Universal-International executive in charge of national exploitation, returned to New York yesterday from Cleveland.

•

RAOUL WALSH, Warner director, has returned to Hollywood from a tour of England and Jamaica.

Altec Promotes Two

(*Continued from page* 1)

special assignment under a new Altec contract with the Navy.

Altec's enlarged responsibilities under the Navy contract has resulted in the addition to the service staff of R. W. Fuller in Boston, previously with Altec Electronic Division in Lexington; L. G. Schock, in Providence, formerly with Warner Brothers, Atlantic City; W. J. Sirms in Philadelphia, formerly with Warner there; N. Markanich, in Newport News, formerly of Scranton; Ernest Theiss in Washington; and Adolph H. Baus, Jr., in Brooklyn, formerly with Sperry Gyroscope.

Fred Pfeiff, formerly field manager in the New York suburban area, has been promoted to New York headquarters.

Johnston on Monopolies

WASHINGTON, Nov. 3.—Eric Johnston will testify before the special House Judiciary sub-committee investigating monopolies on Nov. 16, the Motion Picture Association of America said here today. Ellis Arnall, president of the Society of Independent Motion Picture Producers, testified before the sub-committee during hearings held last summer.

'Bride' Opens for Charity

CHICAGO, Nov. 3.—The world premiere of RKO's "Bride for Sale," set for Nov. 17 at the RKO Palace, will be for the benefit of the Illinois Epileptic League and will be promoted by special stories in the Chicago *Tribune*, which supports the charity organization. Robert Young and George Young are scheduled to attend.

William Desmond, 71

HOLLYWOOD, Nov. 3.—Funeral services will be held Saturday morning for William Desmond, 71, silent films star, who died Wednesday night at the Cedars of Lebanon Hospital following a year's illness. Two daughters and two grandchildren survive.

Indianapolis Variety Elects; McCleaster Is Chief Barker

INDIANAPOLIS, Nov. 3.—Thomas O. McCleaster, manager of the 20th Century-Fox branch here, was elected chief barker of the local Variety Tent for 1950, succeeding Russell Brentlinger, RKO Radio branch manager.

Other officers elected are: Claude McKean, Warner manager, first assistant chief barker; William Carroll, secretary of the Associated Theatre Owners of Indiana, second assistant; Ted Mendelssohn, Universal manager, dough guy, and W. K. Embleton, Monogram manager, property master.

Elected to the board were: Herman Black, RKO; Abe Gelman, Columbia; Harry Hayes, United Artists; Burdette Peterson and H. T. Liebtag, both National Screen.

U-I Advertising

(*Continued from page* 1)

concentrated attention. It goes into release for Thanksgiving Day. The others, as they find their way into release in the following three months, likewise will get the same special handling and advertising to get them before the public and the nation's exhibitors.

"The plan was conceived," said Lipton, U-I's national advertising-publicity director, "so that the full potential of these pictures can be realized at the box-office. Their cost and quality are such, we feel, that nothing should be overlooked in making the public aware of them. Naturally, other films on the company's release slate will not be neglected."

Top MGM Schedule

(*Continued from page* 1)

on Nov. 10 "Battleground" will bow in at the Astor.

Scheduled to follow Columbia's "Jolson Sings Again," present tenant at Loew's State, is M-G-M's "The Red Danube," while at the Globe M-G-M's "Border Incident" will replace the current "Johnny Eager," an M-G-M reissue.

M-G-M's "The Doctor and the Girl," currently at the Mayfair, will be followed by "Intruder in the Dust."

At the Capitol, "Adam's Rib" makes its appearance as the Christmas offering, probably to be followed by "The Conspirator," both M-G-M pictures.

To Erect Theatre Here

Sale of a parking lot on the corner of New York's Seventh Avenue and 56th Street to a corporation headed by Sigmund Dornbusch is announced by Berk and Krumgold, theatrical real estate brokers, who state the property will be used for an 1,800-seat theatre and office building. Mutual Life Insurance was the seller.

Rossen Due Monday

Robert Rossen, writer-producer-director of Columbia's "All the King's Men," is due here Monday from the Coast to attend the premiere of the film at the Victoria on Tuesday.

Concannon's Twist To Corral Customers

Boston, Nov. 3.—Jay Concannon, managing director of American Theatres' Capitol in Somerville, is testing a new policy of eliminating the two performances starting at 1:45 and 7:45 P. M. and instead performances start at 4:00 P. M., running continuous to 11:00, Monday through Friday.

Concannon stated that the new policy is working out well, with many high school and college students now attending who ordinarily could not attend the 1:45 opener because of school hours.

George Topper, 64

HOLLYWOOD, Nov. 3.—A rosary will be said Sunday evening at the Pierce Brothers Chapel, Beverly Hills, for George Topper, 64, Fox West Coast Theatres treasurer who died Wednesday night at the Santa Monica Hospital after several weeks treatment following a heart attack. Burial services will be held on Monday morning at the Church of the Good Shepherd, Beverly Hills, with interment at the Holy Cross Cemetery. Topper, born in New York, joined FWC as auditor in 1926. He also was treasurer of Variety tent No. 25. The widow, Isabel, and two sons survive.

Mono. Heads to Coast

Monogram - International president Norton V. Ritchey, and Monogram vice-president Edward Morey and Herman Rifkin will leave here at the weekend for Hollywood to attend a Nov. 9 board and stockholders meeting.

Rutherford in New Post

INDIANAPOLIS, Nov. 3.—Howard Rutherford, formerly at Loew's Park in Cleveland, will succeed Boyd Sparrow as manager of Loew's here.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD · DONNA REED
in "Chicago Deadline"
with June HAVOC · Irene HERVEY · Arthur KENNEDY
in Person JO STAFFORD
JACKIE GREEN
PEIRO BROTHERS
Extra PAUL WESTON And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW! Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

Paul DOUGLAS - Linda DARNELL
Celeste HOLM - Charles COBURN
"EVERYBODY DOES IT"
A 20th Century-Fox Picture
On Stage—ETHEL WATERS
Extra!
MARY BETH HUGHES and DAVID STREET
ROXY 7th Ave. & 50th St.

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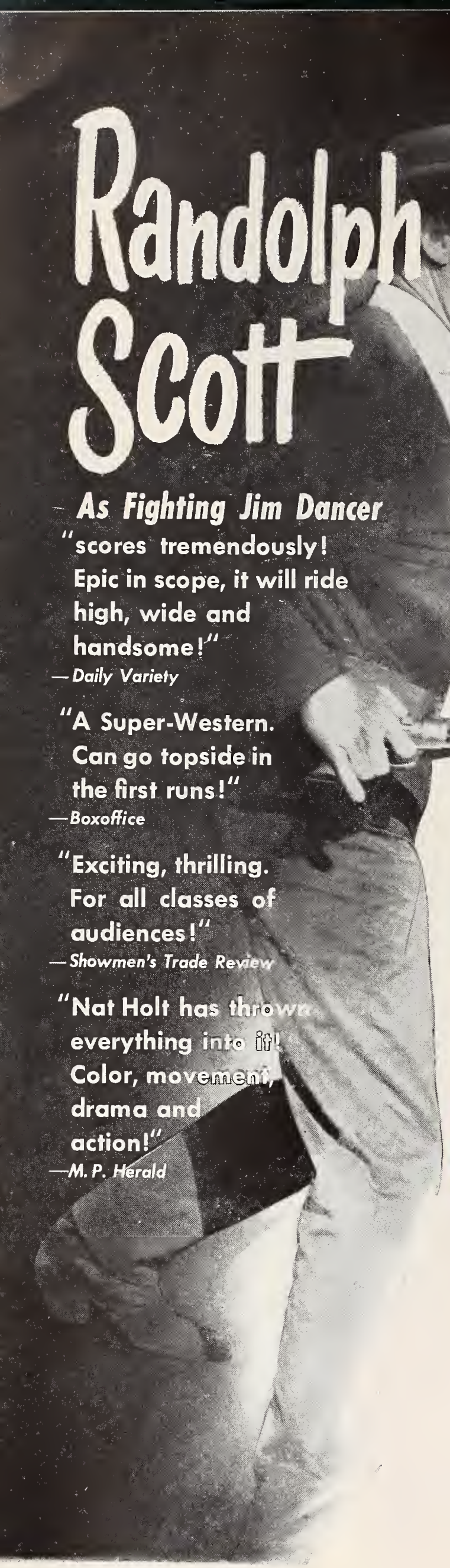
A GREAT NEW FIGURE COMES OUT OF THE WEST.....

"NAT HOLT HIT

Randolph Scott



As Fighting Jim Dancer

"scores tremendously! Epic in scope, it will ride high, wide and handsome!"
— Daily Variety

"A Super-Western. Can go topside in the first runs!"
— Boxoffice

"Exciting, thrilling. For all classes of audiences!"
— Showmen's Trade Review

"Nat Holt has thrown everything into it! Color, movement, drama and action!"
— M. P. Herald

FIGHTING JIM DANCER

COLOR B

with

BILL WILLIAMS · VICTO

and introducing DALE ROBERTSON as Jesse James and Douglas Kenn

Produced by NAT HOLT · Directed by EDWIN L. M

THE JACKPOT AGAIN!"

—*Hollywood Reporter*

AND HOW! "Nat Holt's latest picture is outstanding. It opened in Topeka, Kansas to two capacity audiences. Congratulations for having another outstanding Boxoffice Picture!" —*Elmer C. Rhoden*

AND IT'S THE SAME STORY IN L. A., PHOENIX, SPOKANE, SAN DIEGO AND DENVER!

Big Man

E PLAINS

CINECOLOR

JORY · JANE NIGH

oan Taylor · James Todd · Rhys Williams · Barry Kelley

RIN · Original Story and Screenplay by Frank Gruber · A Nat Holt Production · Released by 20th Century-Fox

20th CENTURY-FOX

M. P. Sales

(*Continued from page* 1)

ber for the handling of national operations, it was said.

To date, the company has put only the Harold Lloyd reissue, "Movie Crazy," and "Tabu" into general release. Scheduled for release here shortly are two English dialogue pictures made abroad: "Street of Fallen Angels," produced in France and starring Maria Montez, Jean-Pierre Aumont and Lilli Palmer, and "Volcano," produced in Italy by William Dieterle and starring Anna Magnani and Geraldine Brooks. To follow soon thereafter are the Italian-made "Follie Per L'Opera" and Marcel Pagnol's "The Miller's Daughter," produced in France.

To Be Produced Abroad

Also forthcoming are the following, now in production or scheduled for production abroad: "Chartreuse de Parme," "Thief of Venice," another Roberto Rossellini production as yet untitled, "Pagliacci," "Carmen" and "Cairo."

Also, a remake in English by Pagnol of "The Baker's Wife," a third untitled production by Pagnol, "Queen of Sheba"; Dieterle's "Rachel," in Technicolor, and four French-made short subjects with English sound tracks.

Pictures on which deals are pending are: "Charmed Circle," to be made in Paris; "Miracle in the Rain," to be produced in New York, and "The Southern Cross." MPS vice-president Charles L. Casanave, Sr., left New York on Wednesday for Europe, where he will inspect product, and perhaps close a deal for "Charmed Circle."

Review

"Free for All"

(*Universal-International*)

WASHINGTON bureaucracy is given an incidental but lusty spoofing in "Free for All," the story of a man who goes to the Capital to patent an invention and gets caught up in all sorts of tanglements, including those of the romantic variety. The picture is easy-to-take entertainment that moves breezily, with some of its humor spontaneous and some of it strained. Robert Cummings and Ann Blyth head the cast with Charles T. Barton at the directorial helm.

Cummings gets caught in a whirligig of events when he decides to patent an amazing tablet he developed which converts water into gasoline. At first, everybody he meets refuses to believe the invention and this goes for charming Miss Blyth too. But in time he convinces people, whereupon a huge oil company gets nervous. Much of the footage is devoted to the comically frantic efforts of the oil company chiefs to steal the secret and patent it themselves. This having failed, they attempt to cajole Cummings into sharing the secret. The story is rounded out by some romantic competition which Cummings has for Miss Blyth. In good time he wins Miss Blyth, but somehow a fall on his head has caused him to forget the formula of his tablets. Others in the cast are Percy Kilbride, Ray Collins and Donald Woods. Robert Buckner produced from his own screenplay which was based on a story by Herbert Clyde Lewis.

Running time, 83 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

Arnall Favors

(*Continued from page* 1)

an inter-governmental level. Arnall pointed to the prominent role taken by the British government in that country's film affairs and said for this reason the U. S. industry should strive for State Department representation in future dealings.

Ever mindful of the evils of monopolies and cartels, he offered the suggestion (with some seriousness) that members of the new council which he recommends carry with them copies of the Sherman, Clayton and Webb-Pomerene Acts, which set forth the trust laws here and the restrictions on U. S. transactions with foreign groups.

Would he serve on such a council? Arnall said he prefers to reserve an answer on that, it depending on the invitation and who does the inviting.

Arnall confirmed that his recent talks with the Department of Justice concerned what he believes to be local theatre monopolies in this country and said that he will continue to cooperate with the Department in the enforcement of court decrees on divorcement and divestiture.

He said he opposed the amendment to the RKO decree giving the company an additional six months to consummate its reorganization because "it means continuing an evil at the expense of wholesome business operations." His sights were lined with RKO only for the reason that it was the first company to ask more time and "letting one sheep through the fence means that all the others will want to follow."

New Chicago House

CHICAGO, Nov. 3.—The new 500-seat Telenews Theatre here has opened following a premiere attended by Herbert Scheftel and Alfred G. Burger, president and executive vice-president of Telenews Theatres.

Dollar Balance Off in Mexico

MEXICO CITY, Nov. 3. — Foreign pictures (mostly U. S.) cost Mexico $1,087,904 more last year than it got from the exhibition of its films abroad, announces the National Cinematographic Commission, of which J. J. Castillo Lopez is chairman. Foreign films took $3,563,152 from Mexico in 1948 while Mexican pictures only brought home $2,475,248. However, total grosses in Mexico of Mexican and imported pictures were nearly matched in 1948. The gross for imported pictures was $10,806,738 and for Mexican films it was $8,707,225.

Foreign films grossed much more in Mexico City than did Mexican—$7,253,317, compared to $3,607,081. But domestic pictures had a much higher gross in the provinces than imported films.

Johnston Reports

(*Continued from page* 1)

dent of the Cinematograph Exhibitors Association, for establishment of a new body representative of the British and American industries which would collaborate on the solution of mutual problems and present a united front in consultations with the British government.

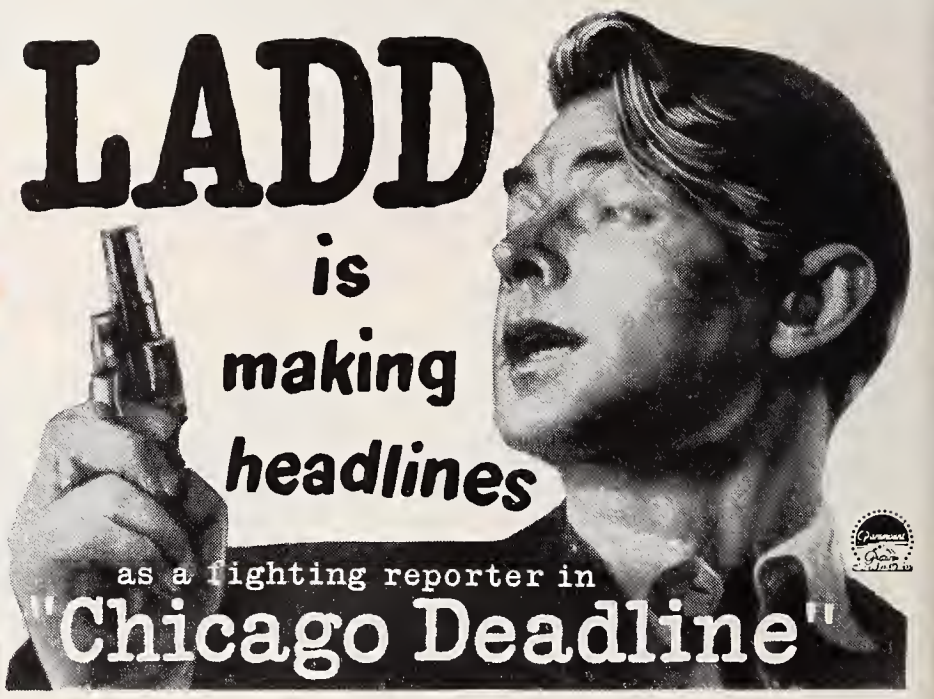
The MPAA board is scheduled to approve the industry public relations program today, clearing the way for the calling of an organizing meeting in Washington. Johnston will meet with trade press editors and publishers following the MPAA board meeting.

SEC Orders Changes

(*Continued from page* 1)

supplied. It also contains some amplification of the instructions to include certain administrative interpretations.

At the same time, the regular quarterly report has been expanded to require the reporting of certain events with respect to which reports previously were not required, including the acquisition or disposition of a substantial amount of assets, the institution or termination of important litigation, the guaranteeing of securities of other issuers, and defaults on senior securities.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 89 NEW YORK, U.S.A., MONDAY, NOVEMBER 7, 1949 TEN CENTS

Germany Will Get 15 from Most Majors

Agree to Make Their Selections by Nov. 10

Major film companies have agreed to reach a final decision by Nov. 10 on the names of the films they will release in Germany next year.

After this is done, the special Economic Cooperation Administration Advisory Committee will decide which should get ECA guarantees. Most major companies plan to release 15 films each there next year, and are seeking guarantees on all.

ECA officials said 10 or 12 companies are planning to release 15 films each in Germany. Goldwyn plans about six, and two companies still have not decided. Many companies have already named a few of the films for which they will seek ECA guarantees, and these were screened by the

(*Continued on page 7*)

200 in St. Louis for MPTO Convention

ST. LOUIS, Nov. 6.—More than 200 members of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois will gather in St. Louis tomorrow and Tuesday at the Chase Hotel for their annual meeting. In addition to a comprehensive schedule of business discussions, which will keep the owners busy during most of the daylight hours, there will be entertainment and the annual banquet Tuesday.

Among the wide variety of prob-

(*Continued on page 7*)

Rules Giveaways Are Illegal in West Va.

CHARLESTON, W. Va., Nov. 6.—The State Supreme Court has ruled that giveaways and cash nights in theatres are illegal.

"It is quite true," said the court's decision, "that the evidence clearly shows that people who purchased

(*Continued on page 6*)

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Election Day, a legal holiday.**

38% of Earnings from Abroad: Johnston

Illustrating the importance to the industry of its foreign income, Eric Johnston told a press conference here Friday that 38 per cent of its earnings last year came from abroad.

"And many industries that get 10 per cent regard themselves as in export," Johnston remarked.

Skouras to UK For Theatres

Motivated by court developments resulting in divestiture of numerous domestic theatres, if not divorcement ultimately, the 20th Century-Fox plan for extensive expansion of its exhibition properties outside the U.S. to make up in part for losses of earning assets here figures to be executed within a matter of a few weeks.

With a three-to-four week tour specifically mapped, and following a long series of home office conferences on prospects for foreign acquisitions, Charles P. Skouras, president of the 20th-Fox subsidiary, National Theatres, left here by plane on Saturday for London and the Continent. Traveling with him are F. H. Ricketson,

(*Continued on page 7*)

RKO Drops 17 From Home Office Payroll

Seventeen RKO Radio home office employes were reported to have received discharge notices at the weekend, with the playdate department indicated as having lost the greatest number under the layoff. The company's action was said to be an economy measure.

Screen Office and Professional Employes Guild (CIO), which recently

(*Continued on page 6*)

Trust Hearing Date Stands

Hearing on the divorcement order in the industry anti-trust suit will continue on the U. S. District Court calendar at Dec. 6, a postponement sought by attorneys for the major companies having been turned down by Federal Judges Augustus N. Hand and Henry W. Goddard on Friday. Meeting with the two jurists in their chambers, Hazard Gillespie, Loew's attorney, and Alvin Van Berg, for Warners, requested the postponement as a matter of convenience.

Government attorney Harold Lasser said that a later date for the hearing, which probably will last only one day, would run counter to the government attorneys' schedule. Dec. 6 also was agreeable to the court.

U-I Makes Deal to Release 'Borderline'

HOLLYWOOD Nov. 6.—World release of the Milton Bren-William Seiter production "Borderline," which stars Fred MacMurray and Claire Trevor, has been acquired by Universal-International in a deal concluded this weekend with Nate Blumberg, U-I president. Under terms of the deal, U-I will handle the film as one of its own.

Release date for the picture has been

(*Continued on page 6*)

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M. P. Sales

(*Continued from page* 1)

ber for the handling of national operations, it was said.

To date, the company has put only the Harold Lloyd reissue, "Movie Crazy," and "Tabu" into general release. Scheduled for release here shortly are two English dialogue pictures made abroad: "Street of Fallen Angels," produced in France and starring Maria Montez, Jean-Pierre Aumont and Lilli Palmer, and "Volcano," produced in Italy by William Dieterle and starring Anna Magnani and Geraldine Brooks. To follow soon thereafter are the Italian-made "Follie Per L'Opera" and Marcel Pagnol's "The Miller's Daughter," produced in France.

To Be Produced Abroad

Also forthcoming are the following, now in production or scheduled for production abroad: "Chartreuse de Parme," "Thief of Venice," another Roberto Rossellini production as yet untitled, "Pagliacci," "Carmen" and "Cairo."

Also, a remake in English by Pagnol of "The Baker's Wife," a third untitled production by Pagnol, "Queen of Sheba"; Dieterle's "Rachel," in Technicolor, and four French-made short subjects with English sound tracks.

Pictures on which deals are pending are: "Charmed Circle," to be made in Paris; "Miracle in the Rain," to be produced in New York, and "The Southern Cross." MPS vice-president Charles L. Casanave, Sr., left New York on Wednesday for Europe, where he will inspect product, and perhaps close a deal for "Charmed Circle."

Review

"Free for All"

(Universal-International)

WASHINGTON bureaucracy is given an incidental but lusty spoofing in "Free for All," the story of a man who goes to the Capital to patent an invention and gets caught up in all sorts of tanglements, including those of the romantic variety. The picture is easy-to-take entertainment that moves breezily, with some of its humor spontaneous and some of it strained. Robert Cummings and Ann Blyth head the cast with Charles T. Barton at the directorial helm.

Cummings gets caught in a whirligig of events when he decides to patent an amazing tablet he developed which converts water into gasoline. At first, everybody he meets refuses to believe the invention and this goes for charming Miss Blyth too. But in time he convinces people, whereupon a huge oil company gets nervous. Much of the footage is devoted to the comically frantic efforts of the oil company chiefs to steal the secret and patent it themselves. This having failed, they attempt to cajole Cummings into sharing the secret. The story is rounded out by some romantic competition which Cummings has for Miss Blyth. In good time he wins Miss Blyth, but somehow a fall on his head has caused him to forget the formula of his tablets. Others in the cast are Percy Kilbride, Ray Collins and Donald Woods. Robert Buckner produced from his own screenplay which was based on a story by Herbert Clyde Lewis.

Running time, 83 minutes. General audience classification. For November release.

MANDEL HERBSTMAN

Arnall Favors

(*Continued from page* 1)

an inter-governmental level. Arnall pointed to the prominent role taken by the British government in that country's film affairs and said for this reason the U. S. industry should strive for State Department representation in future dealings.

Ever mindful of the evils of monopolies and cartels, he offered the suggestion (with some seriousness) that members of the new council which he recommends carry with them copies of the Sherman, Clayton and Webb-Pomerene Acts, which set forth the trust laws here and the restrictions on U. S. transactions with foreign groups.

Would he serve on such a council? Arnall said he prefers to reserve an answer on that, it depending on the invitation and who does the inviting.

Arnall confirmed that his recent talks with the Department of Justice concerned what he believes to be local theatre monopolies in this country and said that he will continue to cooperate with the Department in the enforcement of court decrees on divorcement and divestiture.

He said he opposed the amendment to the RKO decree giving the company an additional six months to consummate its reorganization because "it means continuing an evil at the expense of wholesome business operations." His sights were lined with RKO only for the reason that it was the first company to ask more time and "letting one sheep through the fence means that all the others will want to follow."

New Chicago House

CHICAGO, Nov. 3.—The new 500-seat Telenews Theatre here has opened following a premiere attended by Herbert Scheftel and Alfred G. Burger, president and executive vice-president of Telenews Theatres.

Dollar Balance Off in Mexico

MEXICO CITY, Nov. 3. — Foreign pictures (mostly U. S.) cost Mexico $1,087,904 more last year than it got from the exhibition of its films abroad, announces the National Cinematographic Commission, of which J. J. Castillo Lopez is chairman. Foreign films took $3,563,152 from Mexico in 1948 while Mexican pictures only brought home $2,475,248. However, total grosses in Mexico of Mexican and imported pictures were nearly matched in 1948. The gross for imported pictures was $10,806,738 and for Mexican films it was $8,707,225.

Foreign films grossed much more in Mexico City than did Mexican—$7,253,317, compared to $3,607,081. But domestic pictures had a much higher gross in the provinces than imported films.

Johnston Reports

(*Continued from page* 1)

dent of the Cinematograph Exhibitors Association, for establishment of a new body representative of the British and American industries which would collaborate on the solution of mutual problems and present a united front in consultations with the British government.

The MPAA board is scheduled to approve the industry public relations program today, clearing the way for the calling of an organizing meeting in Washington. Johnston will meet with trade press editors and publishers following the MPAA board meeting.

SEC Orders Changes

(*Continued from page* 1)

supplied. It also contains some amplification of the instructions to include certain administrative interpretations.

At the same time, the regular quarterly report has been expanded to require the reporting of certain events with respect to which reports previously were not required, including the acquisition or disposition of a substantial amount of assets, the institution or termination of important litigation, the guaranteeing of securities of other issuers, and defaults on senior securities.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 89 NEW YORK, U.S.A., MONDAY, NOVEMBER 7, 1949 TEN CENTS

Germany Will Get 15 from Most Majors

Agree to Make Their Selections by Nov. 10

Major film companies have agreed to reach a final decision by Nov. 10 on the names of the films they will release in Germany next year.

After this is done, the special Economic Cooperation Administration Advisory Committee will decide which should get ECA guarantees. Most major companies plan to release 15 films each there next year, and are seeking guarantees on all.

ECA officials said 10 or 12 companies are planning to release 15 films each in Germany. Goldwyn plans about six, and two companies still have not decided. Many companies have already named a few of the films for which they will seek ECA guarantees, and these were screened by the

(*Continued on page 7*)

200 in St. Louis for MPTO Convention

St. Louis, Nov. 6.—More than 200 members of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois will gather in St. Louis tomorrow and Tuesday at the Chase Hotel for their annual meeting. In addition to a comprehensive schedule of business discussions, which will keep the owners busy during most of the daylight hours, there will be entertainment and the annual banquet Tuesday.

Among the wide variety of prob-

(*Continued on page 7*)

Rules Giveaways Are Illegal in West Va.

Charleston, W. Va., Nov. 6.—The State Supreme Court has ruled that giveaways and cash nights in theatres are illegal.

"It is quite true," said the court's decision, "that the evidence clearly shows that people who purchased

(*Continued on page 6*)

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Election Day, a legal holiday.**

38% of Earnings from Abroad: Johnston

Illustrating the importance to the industry of its foreign income, Eric Johnston told a press conference here Friday that 38 per cent of its earnings last year came from abroad.

"And many industries that get 10 per cent regard themselves as in export," Johnston remarked.

Skouras to UK For Theatres

Motivated by court developments resulting in divestiture of numerous domestic theatres, if not divorcement ultimately, the 20th Century-Fox plan for extensive expansion of its exhibition properties outside the U.S. to make up in part for losses of earning assets here figures to be executed within a matter of a few weeks.

With a three-to-four week tour specifically mapped, and following a long series of home office conferences on prospects for foreign acquisitions, Charles P. Skouras, president of the 20th-Fox subsidiary, National Theatres, left here by plane on Saturday for London and the Continent. Traveling with him are F. H. Ricketson,

(*Continued on page 7*)

Trust Hearing Date Stands

Hearing on the divorcement order in the industry anti-trust suit will continue on the U. S. District Court calendar at Dec. 6, a postponement sought by attorneys for the major companies having been turned down by Federal Judges Augustus N. Hand and Henry W. Goddard on Friday. Meeting with the two jurists in their chambers, Hazard Gillespie, Loew's attorney, and Alvin Van Berg, for Warners, requested the postponement as a matter of convenience.

Government attorney Harold Lasser said that a later date for the hearing, which probably will last only one day, would run counter to the government attorneys' schedule. Dec. 6 also was agreeable to the court.

RKO Drops 17 From Home Office Payroll

Seventeen RKO Radio home office employes were reported to have received discharge notices at the weekend, with the playdate department indicated as having lost the greatest number under the layoff. The company's action was said to be an economy measure.

Screen Office and Professional Employes Guild (CIO), which recently

(*Continued on page 6*)

U-I Makes Deal to Release 'Borderline'

Hollywood Nov. 6.—World release of the Milton Bren-William Seiter production "Borderline," which stars Fred MacMurray and Claire Trevor, has been acquired by Universal-International in a deal concluded this weekend with Nate Blumberg, U-I president. Under terms of the deal, U-I will handle the film as one of its own.

Release date for the picture has been

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Lasky's 'Valley of the Mists' Goes to Para.

Jesse L. Lasky's "Valley of the Mists," to be made in the primitive regions of the Yucatan in a combination of animation and Technicolor, will be distributed by Paramount.

The film, which goes into production after Jan. 1, is from an original story by Willis O'Brien and Charles Palmer, with a screenplay by Jesse L. Lasky, Jr. William Lasky, another son, will be associate producer.

Order Bonds in 'U' Stockholders' Suit

Federal judges here ruled on Friday on motion in connection with two minority stockholder actions against Universal directors, thus bringing the cases a step closer to trial.

The defendants' motion prevailed in consequence of Judge John W. Clancy's ruling that stockholders Stephen Truncale and William Freiday must provide security for costs if their consolidated action questioning certain stock transactions is to continue.

At another U. S. District Court session, Judge Sylvester Ryan denied defendants' motion for an order requiring solitary plaintiff Truncale to post $40,000 security. Simultaneously, Judge Ryan denied plaintiff's cross-motion for the appointment by the court of a receiver for alleged stock transaction gains. A receiver, the jurist held, would serve "no useful purpose." He said he ruled against the motion for security because there is no "diversity of citizenship involved" to warrant such security. Trial dates have not been set.

Sail for UK Performance

M-G-M's Gregory Peck, accompanied by William Golden of the studio publicity department, sailed Friday on the *S. S. Queen Elizabeth* for London to attend the Command Performance of "That Forsyte Woman" on Nov. 17. George Murphy and Ann Sothern, M-G-M stars, will leave by plane for London on Nov. 11 to attend. The world premiere will be held on Nov. 10 at the New York Music Hall. Greer Garson, star of the film, will also attend the London event.

Lane Heads Variety

GRAND RAPIDS, Mich., Nov. 6.—Edward K. Lane was named chief barker of the local Variety Club. First assistant elected was Orvis Connolly, Joseph Busic was elected second assistant, Harry Himelstein was reelected dough guy and Clyde Waxman, property man.

Siegel Joins Cinema

Myron Siegel, former advertising-publicity director of Century Theatres, has joined Cinema Circuit in an advisory capacity.

Personal Mention

DORE SCHARY, M-G-M production vice-president, and HOWARD STRICKLING, studio publicity chief, will arrive here today from the Coast to spend two weeks in the East in connection with "Battleground" premiere activities.

•

MORRIS SIMPSON, Paramount studio comptroller, returned to the Coast at the weekend after two weeks of home office consultations on a listing of studio assets in connection with the reorganization of the corporation.

•

RONALD W. ALCORN, head of Alcorn Productions; RICHARD FRITCH, film editor, and NED CRAWFORD, advertising-publicity manager, have arrived in New York from Columbus, O., and Chicago.

•

WILLIAM J. MORRIS, formerly with J. Walter Thompson; Batten, Barton, Durstine and Osborne and the Biow Co., has joined Wilding Picture Productions as account executive.

•

ELAINE MATUS, secretary to WILLIAM H. TOUMEY, Eagle-Lion executive, was married on Saturday to LOUIS JULIE at Temple Sholom, Bronx, N. Y.

•

DAVID HORNE, Film Classics foreign sales manager, has arrived in Mexico en route to Panama and South America.

•

DAVID A. BADER was guest speaker before the Dramatic Workshop at the weekend on the future of 16mm. films.

•

JOHN BALABAN of Balaban and Katz, has been visiting New York from Chicago.

•

SAM SWITOW, Louisville exhibitor, is en route home from New York by way of White Sulphur Springs.

•

JACK SOGG, M-G-M Cleveland manager, has returned there from New York.

CHARLES M. REAGAN, M-G-M sales executive, returned here from Denver and Chicago over the weekend.

•

JOHN D. CAWLEY, WILLIAM S. CORNWELL, HOMER W. J. CRESSMAN and WALTER R. J. BROWN, Eastman Kodak scientists at Rochester, N. Y., have been elected to Sigma Xi, national honorary scientific society.

•

JANE WALDMAN, niece of DORE SCHARY and stepdaughter of PAUL SMALL and employed in M-G-M's research department, will be married in January to HAROLD HEFTLER.

•

H. M. RICHEY, M-G-M exhibitor relations director, is at White Sulphur Springs attending a meeting of the West Virginia Theatre Managers Association.

•

JOHN P. .BYRNE, M-G-M Eastern sales manager, left here yesterday for Boston on a tour of branches under his supervision. HERMAN RIPPS, his field assistant, will join him at Boston.

•

GASTON DUREAU, film buyer for Paramount-Richards Theatres, returned to New Orleans at the weekend after a brief visit here.

•

JACK CUMMINGS, M-G-M producer, and MRS. CUMMINGS, will arrive here today from the Coast.

•

SIDNEY RECHETNIK, Warner home office trade press contact, left over the weekend for a Florida vacation.

•

JEAN RENOIR, French producer, left here over the weekend for Calcutta, India.

•

HAROLD STRASSMAN, owner of the State Theatre, Glen Falls, N. Y., has returned there from a trip to Europe.

•

PHILIP DUNNE, 20th Century-Fox writer, has arrived here from the Coast by plane en route to Europe.

Morgan Leases Theatre

Operation of the Schine-owned Paramount Theatre at Watertown, N. Y., one of the houses to be disposed of under the consent decree, has been leased to Richmore Amusement, headed by Richard P. Morgan of New York, formerly with Paramount's legal department. Lessor is Gerald Frankel of Chicago, who bought the theatre and eight-story building from Schine, with Berk and Krumgold, theatrical realtors, handling the deal.

Lippert Buys 2, Sets 3rd

HOLLYWOOD, Nov. 6.—Lippert Productions has purchased "Return of the James Boys," original by William Berke. Murray Lerner, vice-president of Lippert, is negotiating for Berke's services to produce and direct. Lerner has also purchased "Attack," original by Edmund Hague.

Sig Neufeld has been signed by Lippert to produce "Western Pacific Agent," which will be directed by Sam Newfield.

Earl Lewis McGill, 52

Earl Lewis McGill, 52, radio producer and director who was once Eastern story editor for Columbia, died at his home here on Friday after a long illness. McGill began his career as a reader for M-G-M and Paramount, shifting to radio after several years in the stage field where he was associated with Sam Harris. A son, a sister and a brother survive.

Use 1,500 'Irma' Prints

Prints of Paramount's "My Friend Irma" have reached a total of 1,500, according to A. W. Schwalberg, sales vice-president, who announced the company is putting even additional prints into circulation to meet the demand.

Harry Warner to Coast

H. M. Warner, president of Warner Brothers, left here for the Coast at the weekend. Jack L. Warner, production head, remained in New York.

Newsreel Parade

THE tragic air crash and the housing program in Israel are current newsreel highlights. Other items include Admiral Sherman's elevation to Navy chief, sports and the horseshow here. Complete contents follow:

MOVIETONE NEWS, No. 89—Air crash over Washington. Admiral Sherman sworn in. Israeli housing for refugees. Greece remembers defiance to Fascism in 1940. Horseshow. Wrestling.

NEWS OF THE DAY, No. 219—Air crash shocks the nation. Israel builds. New chief of Navy operations, Admiral Sherman. Wrestling. Diving. Horseshow.

PARAMOUNT NEWS, No. 22—Horseshow. Pre-wedding portrait of Vice-president Barkley and Mrs. Hadley. New Navy chief Sherman succeeds Denfeld. Air crash. Diving thrills.

TELENEWS DIGEST, No. 44-B—Labor convention in Cleveland. Worst U. S. plane crash. Crippled British warship reaches Plymouth. Dr. Theodor Heuss visits West Berlin, Chimpanzee hunt in Paris. Television comes to Italy.

UNIVERSAL NEWS, No. 297—Fifty-five dead in plane crash. Los Angeles fire. Navy chief Sherman. Football. Wrestling.

WARNER PATHE NEWS, No. 24—Fifty-five die in plane crash. Washington: Sherman in; Denfeld out as Navy chief. Los Angeles fire. Danny Kaye gets award. Horseshow. Football.

Caramelli, Pagnol On Casanave Agenda

Charles L. Casanave, Sr., vice-president of Motion Picture Sales Corp., who has arrived in Europe from New York, will confer during the next three weeks with Italian, French and British producers whose product is to be released in the U. S. by MPA, the latter reported here at the weekend. He will discuss plans also with Jacques Lauwers, who heads MPS European headquarters in Paris.

Among the producers with whom he will confer are Italy's Ferruccio Caramelli, France's Marcel Pagnol, and American producer-star Maria Montez.

Services Today for Judge, Loew Manager

Funeral mass for John Judge, manager of Loew's Dyckman Theatre, New York, will be sung this morning at 10 o'clock, in the Church of the Blessed Sacrament, 71st Street and Broadway. Judge, a former vaudevillian, has managed various Loew's theatres during the past 20 years. The widow and a son survive.

George McL. Beynes, Industry Pioneer

WEST GROVE, Pa., Nov. 6.—George McLeod Baynes, industry veteran, died here suddenly at the weekend. Baynes was at one time president of the old Kinograms newsreel. He is survived by the widow, Helen.

Rev. Keller to Pioneers

Rev. Father James Keller, M.M., leader of the Christophers and author of "You Can Change the World" and "Three Minutes a Day," will deliver the invocation at the 10th anniversary dinner of the Motion Picture Pioneers on Nov. 16 at New York's Waldorf-Astoria Hotel.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

United Artists, Max Cohen Go to Court Over 'Brave' Rentals

New York theatre owner Max A. Cohen and his Andear and Encore Amusement corporations have been named defendants in actions filed in New York Supreme Court here by United Artists to collect some $6,000 in rentals for "Home of the Brave," the charge being that the defendants withheld payment. Cohen theatres cited as having played the picture are the New Amsterdam and Harris.

Cohen, meanwhile, filed a countersuit for $10,000 damages, claiming that he entered into a first-run contract with UA for exhibition of the picture in the Metropolitan area, and charged that UA violated the agreement by selling the picture first-run to Loew's. Complaint alleges also that Cohen's "reputation and good-will" were thereby injured. "Brave" was double-billed with "High Fury," and in UA's action rentals are claimed to be unpaid on the latter also.

Seiden Plans to Make Foreign Films Here

A new company, Aaron Productions, has been formed in New York to produce and distribute foreign language films. Joseph Seiden is president and general manager, and Daniel Silver and Sol C. Rynd are vice-president and treasurer, respectively. The first film, "God, Man and Devil" in Yiddish, with English subtitles, and based on the Jacob Gordin play, has been completed and will open in New York in January. Efforts will be made to develop a foreign market, especially Israel.

Seiden has been associated with film companies in production, but in recent years acquired ownership of foreign films, which he leases. Silver and Rynd are Canadian exhibitors.

More Companies to Observe Holidays

The Motion Picture Association of America and Columbia Pictures' New York office will close a half day tomorrow, Election Day, and Friday, Armistice Day. Film Classics will allow employees two hours off to vote on Election Day and will be closed a half day on Armistice Day.

Closing all day on both holidays are M-G-M and 20th Century-Fox. Closing at one o'clock will be Eagle-Lion, Paramount, RKO Radio, United Artists, Universal and Warners. Monogram and Republic were still undecided about closing.

More Stars for 'Stars'

Latest additions to personalities who have accepted invitations to appear at the forthcoming "Night of Stars" include Robert Merrill, Ethel Waters, Mindy Carson, Gil Mason and The Dunhills. Production chairman is James Sauter. The annual benefit show for the United Jewish Appeal will be held this year on Nov. 14 at New York's Madison Square Garden.

Census on Attendance

WASHINGTON, Nov. 6.—New information on how much of the family dollar is spent on motion pictures will be turned up by the Bureau of Labor statistics in a forthcoming study.

Reviews

"Dancing in the Dark"

(20th Century-Fox)

GEORGE JESSEL'S latest production for 20th Century-Fox is a gay, melodious Technicolor comedy about the Hollywood end of show business. It was based on the play, "The Bandwagon," by George S. Kaufman, Howard Dietz and Arthur Schwartz, but considerable alteration overtook that play as it made its way through the Hollywood workshops of dialogue writer Jay Dratler, adapter Marion Turk and scenarist Mary C. McCall, Jr. On the other hand, the haunting title song and the play's other rich tunes by Dietz and Schwartz emerge here full-bodied, and are set splendidly against colorful backgrounds.

"Dancing in the Dark" sparkles with comedy, satire and sound commercial story ingredients. It is a safe prediction that this picture will do first-rate box-office business, for it is bulging with elements of proven popular appeal. There are two particular features that give the film a measure of standout quality: William Powell is in his best role since "Life with Father," and the show business success tale built around Betsy Drake is of superior grade. Irving Reis' direction complements the good writing admirably.

Fitting perfectly the part of a "has been" matinee idol who refuses to accept the fact that his egotism put the skids under his career, Powell turns in a beautiful performance as a master of the supercilious glance, dirty dig and devastating remark. Suddenly, fortune smiles on the seedy old-timer when the 20th Century-Fox studio comes through with the charitable assignment of talent scout, a job dug up for Powell after welfare-minded Jean Hersholt, playing himself, discovers in a chance meeting that although the ex-star is down at the heels he still has his pride, however false. Adolphe Menjou, playing Melville (Darryl Zanuck) Crossman, really inherited headaches when he hired Powell, for the latter's left-over ego immediately becomes inflated to the skies. He takes sadistic delight in ordering around studio agent Mark Stevens on the trip East during which Powell takes to persuade an old friend's daughter to put her talents at the studio's disposal. But he meets pretty student actress-songstress Drake whom he dazedly idealizes in his mind, and confident in her abilities signs her to a contract and attempts to foist her on Menjou. Add to this the facts that Miss Drake is Stevens' sweetheart, that Powell turns out to be the father who deserted her and her mother two decades before, and that Powell proves he can come down off his high horse. In the end, of course, Miss Drake makes good in Hollywood. Giving first-rate support to the seasoned principals are Randy Stuart, Lloyd Corrigan, Hope Emerson, Walter Catlett and Don Beddoe.

Running time, 92 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

"Thelma Jordon"

(Wallis-Hazen Productions—Paramount)

HAL WALLIS' competent production guidance, Robert Siodmak's suspenseful direction, and the finely-shaded photographic framing by veteran George Barnes, ASC, bring forth a "whodunit" of a quality much higher than the average of its kind, with tension throughout and unique plot development, all despite the occasional complexities and uncertainties of plot.

Most important message for showmanship promotion of "Thelma Jordon," of course, are the marquee names of Barbara Stanwyck, Wendell Corey and Paul Kelly, although Ketti Frings' screenplay (from Marty Holland's story), does not give the latter much histronic opportunity. Miss Stanwyck and Corey, however, have much to do, and do it well. Others in the cast who figure importantly in the melodrama, and ably, are Joan Tetzel, Gertrude Hoffman, Harry Antrim and Richard Rober.

(The official title of this production, and the one which appears on the screen, is "The File on Thelma Jordon." However, Paramount will use "Thelma Jordon" in its promotion of the production.)

Thelma Jordon (Miss Stanwyck), a gal with a shady past, in love with a jewel thief, Tony Laredo (Rober), is influenced by the latter to take up residence on the estate of her rich old aunt (Miss Hoffman), in order to steal the old lady's fabulous jewels. Discovered looting a wall safe, Thelma shoots the aunt and makes it appear, at first, like an outside job. District Attorney Cleve Marshall (Corey), who had left his wife and child because of drink and quarrels, falls for the innocent-posing Thelma. He is called upon to prosecute the murder case, which by now involves Thelma as the suspected murderess.

While the "D.A." suspects Thelma, he is not as certain as his prosecuting colleagues. Nevertheless, out of love for the girl, he maneuvers the trial in her favor and wins her acquittal. Meanwhile, her jewel thief boy friend arrives on the scene and forces Thelma to flee with him, after Thelma has come to love the duped District Attorney. But, there is no escape from the thief, and, in fleeing in her car, Thelma drives over a cliff, killing Laredo and herself. The rest of the finale also brings a most unhappy ending to Marshall when he is disbarred after he admits to having thrown the trial, and he fades out in the black of night without job, wife and child. By virtue of some excessive bottle-guzzling by the attorney in opening sequences, because of some dialogue references to the questionable past of Thelma, etc., "Thelma Jordon" is not choice screenfare for the young.

Running time, 100 minutes. Adult classification. For Jan., 1950 release.

JAMES P. CUNNINGHAM

Pickets Halt New House

NASHVILLE, Nov. 6.—The Star Theater, Inc., is seeking a chancery injunction against picketing of Motion Picture Operators' Union No. 626 because employes of RCA refuse to cross the picket line to complete installation of equipment. Frank Tinnon, owner of the theater, claims that the new house cannot afford to employ a union operator.

SheaPersonnel Changes Listed

Resignation of several managers and the transfer of others has been announced by E. C. Grainger, president of Shea Enterprises. Those resigned include John Woodward, Dover, O.; Duke Prince, Conneaut, O.; Neil O'Brien, Westfield, Mass.

As a result of the resignations, the following changes have been made:

Jack Baumgardt, from Geneva, O., to Westfield, Mass.; Bob Cannon, from Amherst, Mass., to Conneaut, O.; Dale McCoy, from McKees Rocks, Pa., to Amherst, Mass.; Tom Turley, formerly assistant manager at Manchester, N. H., to manager, Dover, O.; Bob Limbaugh, formerly assistant manager at New Philadelphia, O., to manager, Geneva, O.; Armand Pepin, from Shea's Penn-Pittsburgh, to the Orpheum, McKees Rocks, Pa.; Eddie Mason, formerly assistant manager at Amherst, Mass., to manager, Shea's Penn, Pittsburgh; James Hayes, formerly assistant manager, Dover, O., to assistant manager, Ashtabula, O.; Jack Gates, formerly chief of service at the Colonial, Akron, O., to assistant manager at New Philadelphia, O.

Fred Ahrens Heads Film Editors Union

Officers elected at the annual election held here by Motion Picture Film Editors, Local No. 771, IATSE, were Fred Ahrens, president; Marc Asch, vice-president; Robert Dworsky, secretary; John Oxton, treasurer, and Charles Wolfe, business representative.

Robert Klaeger, Jack Bush and Leonard Hein were elected trustees, and Fred Edwards and Edward Wyant sergeant-at-arms.

Matthews Heads Club

HARTFORD, Nov. 6.—John Matthews, purchasing agent of the theatre department at Warner Theatres' New England zone office in New Haven, has been elected president of the New England Warner Club. Other officers are: Jeannett Shields, vice-president; Joseph DeLouise, treasurer; Rhoda Epstein, secretary; James A. Bracken, chairman of contributions and loans. On the board of directors are Bracken, Francis Flood and C. P. O'Toole.

To Produce TV Shows

Richard H. Roffman, public relations counsel and radio commentator, and Richard D. Griffith, former Midwest radio and television executive, have formed Roffman-Griffith Enterprises, to produce video package shows.

New Independent Firm

HOLLYWOOD, Nov. 6.—Formation of Williams Productions has been announced by Rene Williams, former European glove manufacturer who now lives in Beverly Hills. First film slated is "Horn of Plenty," to be made in Sicily and Rome.

To Open Toronto House

TORONTO, Nov. 6.—Maurice Weldon, manager of the Kenwood Theatre here, will manage 20th Century Theatres' new house, the Birchcliff, to be opened soon on the city's outskirts.

Handles 'Bride for Sale'

Sam Dembow, Jr., president of Producers Service, will be sales representative and business administrator for "Bride for Sale," produced by Jack Skirball and Bruce Manning for RKO Radio fall release.

The Nation's Boxo

— and here's your money chance to give big, new, happy crowds the lowdown on a high-class gal who wants a carpet-slipper guy for a husband — and winds up with a pair of heels! It's wackie, wonderful, whooping comedy — and, take our word for it . . . any resemblance between this picture and complete insanity is *absolutely intentional!*

BIG NAT'L AD BACKING FOR YOUR BOXOFFICE!

One of RKO's top campaigns — including LIFE, LOOK, SAT. EVE. POST, COLLIER'S — WOMAN'S HOME COMPANION, RED BOOK — Fan list and magazine supplements in newspapers in 32 cities!

ces Are Crying For

CREST PRODUCTIONS, INC. *presents*

CLAUDETTE COLBERT · ROBERT YOUNG · GEORGE BRENT

in

BRIDE FOR SALE

with **MAX BAER • GUS SCHILLING • CHARLES ARNT**

Produced by **JACK H. SKIRBALL** • *Directed by* **WILLIAM D. RUSSELL**

Screen Play by **BRUCE MANNING** *and* **ISLIN AUSTER**

Distributed by
RKO RADIO PICTURES

So. Africa Aims for Production Stature

JOHANNESBURG, Oct. 31 (By Airmail)—South Africa is due to make considerable progress in film production in the forseeable future.

Only three or four pictures a year have been turned out by South African production interests, but in a few years as many as 10 a year will be made by producers there, it is predicted.

Construction of a large studio on the outskirts of Johannesburg was completed recently and it is expected to be strongly instrumental in stepping up South African production.

Giveaways Illegal

(*Continued from page* 1)

tickets for the entertainment registered; and that in some instances people who did not purchase such tickets were permitted to register and, it might be said, paid no consideration . . . the mere fact that the defendant was willing to voluntarily, and without consideration, offer an opportunity to win these prizes to certain people, does not relieve it of the consequences which arise from the fact that others who attended the entertainment purchased tickets therefore and registered, and thereby paid a consideration . . . if the principles contended by the defendant be upheld . . . then lotteries may be conducted . . . in West Virginia so long as a few people are permitted to register without paying. By this scheme . . . the statutes pertaining to lotteries would be nullified."

Review

"Dear Wife"

(*Paramount*)

A ROLLICKING and zestful comedy has been turned out by Paramount in its sequel to "Dear Ruth." Like its predecessor, "Dear Wife" is slight in story frame, depending mostly on incidents and situations for its laughs, and plenty of laughs are provoked in the course of its meanderings. The picture is especially attractive for the family trade. Enjoyment of it very likely will be heightened for those who saw the previous film. However, a knowledge of the previous adventures is not necessary to the total appreciation of "Dear Wife," as it stands independently on its own merits.

The film's novelty turns on the fact that two members of the same household are running for the identical office of state senator. The candidates are Edward Arnold and William Holden, father and husband, respectively, of Joan Caulfield. Divided political loyalties arise in the family as a result of this comic circumstance, and the breach is further widened by the madcap antics of Mona Freeman, a teen-age member of the family who is awakening to political consciousness with the ardor of a new fad. In time, things develop to a point where Miss Caulfield is separated from her husband and even Miss Freeman is in danger of alienating her boy friend. Of course each has considerable affection for the other and it is merely a matter of time before misunderstandings are swept away and the happy ending descends.

Richard Maibaum's production is at its best when it indulges in satirical vignettes, such as the one at the expense of vacuous husband and wife breakfast programs that assault the airwaves. The principals, under Richard Haydn's direction, perform with considerable aplomb. Others in the cast are attractive Arleen Whelan, who turns in an eye-catching characterization as the shapely "other woman" who almost steals Holden's affection; Billy De Wolfe, a stuffy, small-town Babbitt, and Mary Philips, the mother. The original story was by Arthur Sheekman and N. Richard Nash.

Running time, 88 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

Release 'Borderline'

(*Continued from page* 1)

set for Feb., 9, with Bren and Seiter scheduled to go East to confer with U-I sales executives on a campaign for the film.

The production was financed personally by the two producers and MacMurray.

RKO Drops 17

(*Continued from page* 1)

signed a new employment contract with the company, reported it had received no notice of the layoffs.

It was pointed out that under terms of the contract the Guild is entitled to receive a two weeks notice of layoffs.

Johnston Report

(*Continued from page* 1)

munication medium reaches so many people abroad or influences them so effectively, he said.

"People abroad get their impressions of America from our films," Johnston said. "I have always recognized the motion picture as a great force for peace and understanding. That is why I became associated with the industry in the beginning."

Johnston and John McCarthy, head of the MPAA foreign department, who also returned from a European visit recently, gave a capsule report of their accomplishments in the several countries visited. A complete report was made to the MPAA board of directors earlier. Following are the highlights of the report.

Germany. Marion Jordan, former Motion Picture Export Association manager in Germany, was appointed manager there for the MPAA, effective Jan. 1 when the MPEA will discontinue operations and individual company operations will be resumed. Regulations were planned for the conduct of company operations after the first of the year and a film board was organized representative of each American company.

Denmark. Negotiations were concluded for elimination of the 10 per cent ad valorem tax on American film imports which has been in effect and for its replacement with a tax of 30 kroner per kilogram of imported film, effecting a tax-saving of 66⅔ per cent.

Sweden. Carl York, Scandinavian representative for Paramount for the past 25 years, was appointed MPAA representative for the Scandinavian countries, including Finland. York is scheduled to arrive in New York from Stockholm in about 10 days for conferences preliminary to starting in his new post on Jan. 1. Problems concerned with blocked funds and future remittances also were discussed.

Greece. Arrangements were made for the release of $100,000 earned by

(*Continued on page* 7)

the nation's most

distinguished flight

"the Hollywood"

Fly United's DC-6 Mainliner 300 "*the Hollywood,*" and you will see why it has won the favor of discriminating travelers.

Notice the courtesy and efficiency of United's *hand-picked* crew; relax over the delicious full-course meals, without question the finest aloft; then discover the unexpected *extra* services that distinguish this flight.

"*The Hollywood*" leaves at 12 noon and arrives in Los Angeles at 7:55 p. m. Only one stop en route—at Chicago. Another onestop DC-6 Mainliner 300 flight at 9 p. m.

UNITED AIR LINES

More on Report

(*Continued from page 6*)

American distributors last year and for the remittance of the $575,000 permitted this year in quarterly payments. Relief from the tax imposed upon exhibitors in advance also was worked out.

Italy. Negotiations were undertaken for the solution of trade problems which are expected to be culminated and announced within the next few days.

France. Negotiations concerned with remittances, film tax, screen quotas and film import regulations were initiated and solutions are hoped for later.

Britain. Conferences were informal and await later discussion and development.

Johnston, who returned to Washington on Friday, said he has no definite plans for revisiting Europe in the near future.

MPAA Board

(*Continued from page 1*)

the organizing meeting to be held in Washington this month to implement the preliminary work in devising a public relations program which was done at the Chicago meeting last August. Efforts are now being made to set a date for the Washington meeting agreeable to the nine participating organizations. They are, in addition to the MPAA, Allied States, Theatre Owners of America, Motion Picture Industry Council, Metropolitan Motion Picture Theatre Owners Association, Pacific Coast Conference of Independent Theatre Owners, Society of Independent Motion Picture Producers, Independent Theatre Owners Association and the trade press. The Variety Clubs are *ex officio* participants.

The MPAA board also expressed its appreciation for the contributions of those who participated in the Chicago conference and to Ned E. Depinet, chairman.

The board also noted with sorrow the recent death of E. B. Hatrick, who had been an MPAA director.

Review

"All the King's Men"

(*Columbia*)

THE rise and fall of a political demi-god are portrayed in a series of bold and powerful strokes in "All the King's Men," a first-class piece of dramatic entertainment based on the Pulitzer Prize winning novel of the same title by Robert Penn Warren.

Tripling in brass, Robert Rossen wrote the script, directed and produced. For his craftsmanship, he deserves great credit. He has told the story at hand graphically. There is a lot of it, but it attests the further to his credit that pace and interest are maintained in the face of incident piling fast upon incident. The story line is clear enough, but it takes a lot of bends and curves to bring it to its end—the political demi-god's assassination.

Comment on the novel was that this was thinly disguised fiction dealing with the life of Huey Long, or at least, suggesting certain parallels in the career of the late governor of Louisiana. The film tends to corroborate the impression and practically rivets it at the close when Broderick Crawford, as Willie Stark, is shot to death in the corridors of the state capitol and his assassin is killed on the spot.

Crawford first appears as a small-town politician seeking minor office in a remote county of a state never identified. The political machine defeats him by way of strong-arm methods. Aided by Anne Seymour, his wife and ex-school teacher, Crawford studies law, passes the bar, re-enters the political scene.

His keynote is an appeal to the "hicks." The state machine, alarmed by the down-country revolt, runs Crawford for governor knowing full well the vote will split and the regular candidate will win. Crawford, at first taken in, learns the true score from Mercedes McCambridge, a sort of political hatchet woman who takes a shine to him and subsequently there comes a romance.

This marks the turning point. Crawford abandons the party hacks, steps out on his own, promises the rural population the sun and all the orbits, turns spellbinder, but loses the election. But the next time he wins and thus begins his career along the road to power and the police state. Monuments along the line of travel are good roads, state universities, the last word in hospitals, football stadiums. Unlike Mussolini, presumably Crawford found the trains already were running on time.

The balance of the film deals with the highlights of his political career; how he continues to turn to, and from, his wife as political need dictates, browbeats his enemies, draws on the jackpot from any and all sides when it suits his purposes, gets drunker and drunker with power, bends the law to his own purposes and becomes dictator in his own bailiwick with an eventual eye on the White House. Impeached, Crawford wins by ruthlessness and intimidation but meets a violent end when the outraged nephew of the opposition leader, forced to suicide by threat of exposure for an earlier business indiscretion, becomes a one-man avenging force.

In the nature of the story, Crawford's role automatically dominates. In strength of performance, this also is true. He is crafty, brutal, domineering and dominating, unscrupulous, morally dishonest, sneering, overbearing, fanatical—and frightening. Miss McCambridge gives bite to an unsavory role which attracts no sympathy to her. John Ireland, the newspaperman who becomes Crawford's lackey and requires the whole length of the film to evaluate him properly, does a commendable job. Joanne Dru, who also falls within the range of Crawford's spellbinding sufficiently to betray her own family, is satisfactory. Shepperd Strudwick, the doctor-assassin; Raymond Greenleaf, the dignified leader of the outraged opposition and John Derek, Crawford's son, show competence. But it is Crawford who rises far above the others and delivers one of the outstanding performances of the year. It might even prove to be memorable.

"All the King's Men" has production scope in addition to pungency and force. It holds a shattering mirror to an unpleasant side of the American political scene and, as such, is provocative, thought-inducing, serious entertainment of a high order.

Running time, 109 minutes. General audience classification. For January, 1950, release.

RED KANN

St. Louis Convention

(*Continued from page 1*)

lems slated for discussion at the business sessions will be: the formulation of a concerted effort to try to get Hollywood studio heads to improve the quality of their motion picture output to better meet the public need; the improvement of merchandising methods; a discussion of television experiments in theatres and future plans for theatre television; legislation, national and local, relating to theatre owners; improvement of relations between exhibitors and distributors, and ways and means to foster better relations with the public by way of charitable and civic endeavors.

Four stars will fly in for the banquet; they are: John Payne, Audrey Totter, Donald O'Connor and Barbara Lawrence. They will appear along with Rory Calhoun, John Agar, Rhonda Fleming, Louis Jourdan and Lita Baron.

U. S. to 'Screen' Festival Films

WASHINGTON, Nov. 6.—A committee of government film officials has been set up to organize cooperation among government, business and theatrical producers as to what American films should be presented at the various international film festivals which are held from time to time in foreign lands.

Idea is to select the best produced in the U. S. in all fields, to avoid the submission of larger numbers of pictures than can be shown, and to eliminate films that might harm U. S. interests. Chester A. Lindstrom of the Department of Agriculture's film section, is chairman of the committee.

Germany Will Get

(*Continued from page 1*)

Advisory Committee during meetings here last Tuesday and Wednesday. The others will be screened as they are named.

So far, there has been no action on Motion Picture Export Association's request for a $1,066,000 guarantee for operations in Germany during the last five months of this year, but ECA officials said they hoped to have the amount decided and the contract signed within the next two weeks.

ECA officials said that several companies had expressed the fear that the guarantee program would set up another censorship system, but they added that "we feel we have dispelled those fears and the matter is no longer giving concern to any film company that we know of."

Skouras to UK

(*Continued from page 1*)

Jr., head of Fox Inter-Mountain, and Elmer C. Rhoden, head of Fox-Midwest.

While the expansion program was not detailed here before the trio's departure, it was admitted that it promises to be "substantial." Canadian Odeon Theatres, a J. Arthur Rank enterprise, apparently continues as the chief target. The company also is said to be seeking a London first-run as well as showcases in other important foreign capitals.

20th Century-Fox's Holiday Gift to You!

Every family in your town will be pre-sold on your holiday show by the biggest national magazine campaign in history!

Samuel Shellabarger's

PRINCE of FOXES

There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 90 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 9, 1949 TEN CENTS

40 on M-G-M's Schedule Next Year: Schary

He Is Optimistic Over The Domestic Market

By RED KANN

M-G-M will produce approximately 40 attractions next year on a budget elastic enough to allow as much as $3,000,000, or better, on "Annie Get Your Gun" and as little as $500,000 on a vehicle unidentified, Dore Schary, vice-president in charge of production stated here on Monday. The projected program for 1950 will match the current calendar year numerically.

Dore Schary

Schary, who came East for the New York premiere of "Battleground" at the Astor Theatre on Friday, declared himself to be as optimistic now as

(*Continued on page* 10)

Exchange Pay Hike Widened

Pay raises of $4.50 per week for exchange workers, negotiated last spring with eight distributors, now have been extended to all companies signing blanket exchange contracts with the IATSE, it was announced here yesterday by "IA" president Richard F. Walsh.

Signing of contracts by Eagle-Lion has completed the agreements with

(*Continued on page* 6)

Maas, Czechs Close New MPEA Contract

An extension agreement has been signed by the Czechoslovak Film Monopoly, under which the present Motion Picture Export Association contract, with modifications, is extend to Dec. 31, 1952, according to a Prague cable received in New York from Irving Maas, MPEA vice-presi-

(*Continued on page* 8)

SIMPP Tells U. S. Fox-West Coast Acts as a Monopoly

Charging the circuit with having "ruthlessly eliminated competition in its areas of operation," a formal complaint against Fox West Coast Theatres has been filed with the U. S. Attorney General by the Society of Independent Motion Picture Producers, the latter reported here on Monday in a press statement.

SIMPP states, in part: "There is an extended history of anti-trust litigation charging violations connected with the operation of Fox West Coast Theatres. The government has brought several proceedings, including criminal contempt, against Fox West Coast, and in view of the express reservation of the issues as to local monopoly in the recent decision of the statutory court in the Paramount case, and in further view of the pendency of these decrees against Fox West Coast, the time is now propitious to bring the investigation of Fox West Coast's operations up to date and to maintain and institute action against this monopoly as expeditiously as possible."

SIMPP reports it has supplied the Department of Justice with a list of 82 situations in which the circuit op-

(*Continued on page* 6)

Grievance System For Utah's PCCITO

Salt Lake City, Nov. 8.—The Utah unit of the Pacific Coast Conference of Independent Theatre Owners has set up a grievance committee consisting of Harold Chesler, Ralph Trathen and Irving Gillman to straighten out any difficulty between exhibitors and distributors. At a special meeting here, the group also discussed reports that Columbia will seek 56

(*Continued on page* 6)

RANK'S STUDIOS LOSE $9,380,000

UK Board of Trade Cold to Proposals For New Subsidies

London, Nov. 8.—With Board of Trade authorities turning a bleak eye on applicants for further government subsidies for Britain's film industry, observers here believe the first move of the Board's president, Harold Wilson, will be to introduce in the House a statutory order reducing his quota to more realistic levels.

It is known that Wilson feels badly let down by the promises which producers had previously made to him and on which he relied in setting the present unworkable 40 per cent quota.

In any event, and as previously reported, Wilson will take no action on the subsidy proposals until he has received and digested Sir Arnold Plant's report on the findings of his

(*Continued on page* 8)

Para. Starts New Cooperative Ads

A new method of dividing the cost of cooperative advertising with exhibitors is being instituted by Paramount, it is announced by Max E. Youngstein, director of national advertising-publicity.

Plan consists of sharing the cost of theatre advertising campaigns from the first dollar in exactly the same percentage as Paramount and

(*Continued on page* 10)

Blames Ad Valorem Duty, Government Tax, Quota; May Quit Production

By PETER BURNUP

London, Nov. 8.—Financial report of J. Arthur Rank's film enterprises, released by directors here Monday, reveals that the losses on production for the year ended June 25 exceeded £3,000,000, approximately $9,380,000. Consolidated net loss for the entire organization, including theatre operations, was $2,090,891.

J. Arthur Rank

However, an analysis of the balance sheet shows that the total production loss may amount to as much as $12,880,000.

Rank said he still has faith in his business provided the

(*Continued on page* 8)

'PR' Meeting On Dec. 12-13

Next meeting of the Conference Committee of the Motion Picture Industry will be held on Dec. 12-13 in Washington, it was announced here yesterday by committee chairman Ned E. Depinet, following a poll of members.

Present at the meeting will be both members and alternates of all of the groups designated at the all-industry

(*Continued on page* 6)

Exhibitor's Open Letter Asks Product 'Ads' in Trade Press

Sharply critical of the failure of producers to utilize trade press advertising to acquaint exhibitors with new product, Larry Woodin, manager of the Arcadia Theatre Co., Wellsboro, Pa., asks in an open letter to be told "what's cookin' . . . loud and often."

"Are you making any pictures in Hollywood?" he inquires. "I can't help but notice your lack of announcements in the trade papers to inform us exhibitors as to what's on the way.

"At this time when there appears to be such a lack of pictures in any great numbers even comparable to the reissues on the market, it seems to me that if Hollywood has any number of fine attractions on the way you should at least hold our hopes up by constantly announcing these attractions in the trade

(*Continued on page* 10)

Urge Showmanship, 'TV,' at Mo. Meet

St. Louis, Nov. 8.—Two approaches to better theatre business were pushed at the convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois—large-screen television of exclusive programs and "grass roots" public relations with

(*Continued on page* 6)

10 Days Added for RKO Partner Splits

In a stipulation filed in U. S. District Court here, the Department of Justice agreed to give RKO an additional 10 days for breaking up its exhibitor partnerships. Actually, during the period a more generous time allowance will be negotiated, the 10-day extension having been granted so as not to conflict with the original deadline of Nov. 8.

Having been signed by the Justice Department, the stipulation is regarded as tantamount to a court order although the court itself had not formally approved it as of late Monday.

Personal Mention

DAVID A. LIPTON, Universal-International national advertising-publicity director, will arrive here tomorrow from the Coast.

•

JACK GOLDSTEIN, motion picture publicity and exploitation executive, has returned to New York after completing a three-month promotional tour for Kaiser-Frazer.

•

SAM SHAIN, 20th Century-Fox exhibitor relations head, is at White Sulphur Springs, W. Va., from St. Louis and New York.

•

MAURICE A. BERGMAN, Universal International executive, has returned here from the Coast.

ARTHUR SACHSON, Samuel Goldwyn Productions sales manager, has returned to New York from a week's trip through the South and Middle West.

•

ERIC A. JOHNSTON, president of the Motion Picture Association of America, has returned to Washington from Detroit.

•

AL FOWLER, Paramount special publicity representative, is in Buffalo from New York.

•

GEORGE D. BURROWS, Allied Artists and Monogram executive vice-president and treasurer, has returned to Hollywood from New York.

Modify Paramount Consent Judgment

Paramount's consent judgment in the government anti-trust suit has been modified in U. S. District Court in an amendment that affects that portion of the original consent judgment which required Paramount to divest itself of its partial interests in theatres in Michigan (excluding Detroit) by Nov. 8, 1949.

Under terms of the amendment this requirement has been changed so that these theatres will be treated in the same way as other joint ownerships which Paramount is required to terminate within a period of three years from the time of entry of the original judgment at the rate of at least one-third each year.

Postpone Technicolor Suit Parley to Monday

WASHINGTON, Nov. 8.—Pre-trial conference in the government's anti-trust suit against Technicolor, originally scheduled for yesterday, has been postponed until next Monday.

The conference will be held in Los Angeles, where the suit is pending. Both sides asked for the additional time.

Berle Film Premiere To Aid Runyon Fund

World premiere of Milton Berle's new Warner picture, "Always Leave Them Laughing," will be held at the Strand Theatre here on Tuesday, Nov. 22, for the benefit of the Damon Runyon Memorial Fund for Cancer Research. Berle will appear in person at the show, scheduled to start at 10 P.M.

Brown Leaves Para. To Head FC Branch

BUFFALO, Nov. 8.—Mannie A. Brown, for several years manager of the local Paramount exchange, has been appointed manager of the Film Classics office in Omaha. He will also cover Des Moines.

Skouras in London; To Be Rank's Guest

LONDON, Nov. 8.—Charles P. Skouras, president of National Theatres, arrived here from New York by plane protesting that he is on a vacation trip only. Although any deal for Canadian Odeon is momentarily quiet and all parties are denying it will be discussed, it is authoritatively learned that it is by no means dead.

Skouras will be a guest of J. Arthur Rank at the latter's Hampshire estate for a three-day shooting party, which will provide time to talk business. He will be a guest of London's new Variety Tent at a cocktail party next Monday and then plans a European tour to include Athens.

Odell on Leave from Para.

C. N. Odell, newspaper contact on Paramount's publicity staff here, has been granted an indefinite leave of absence due to ill health, Max E. Youngstein, advertising-publicity director, announces. Addition of Mort Freegood, formerly with United Artists, 20th Century-Fox and the Rank organization, to the staff in the newly-created writing department was also announced.

'King's Men' Reception

Producer Robert Rossen, author Robert Penn Warren and stars John Derek, Mercedes McCambridge and Anne Seymour, all of Columbia's "All the King's Men," which opened at the Victoria Theatre here yesterday, were honor guests at a press cocktail party given Monday by the company at the Sherry Netherland Hotel here.

Liggett Decision Upheld

The Appellate Division here yesterday unanimously affirmed the New York State Supreme Court dismissal in March, 1948, of Island Theatre Circuit's suit to prevent its former managing director, Jule Liggett, from taking over Island theatre customers in the operation of his own booking agency. Monroe E. Stein is attorney for Liggett.

Join Monogram Exchange

SALT LAKE CITY, Nov. 8.—Frank Smith, Jr., salesman, and Alfred T. Mabey, booking manager, have joined the Monogram exchange here.

'Forest' Banned by Ohio's Censor Board

COLUMBUS, O., Nov. 8.—Warner Brothers' "Beyond the Forest," starring Bette Davis, has been rejected for showing in Ohio by the State Censorship Board on grounds that the picture is "morally harmful."

Spokesman for the board denied reports that its ban was influenced by action of the National Legion of Decency in placing the film on its "condemned" list.

"The board forms its own opinions and stands by them," the spokesman said.

'Prince' Openings Set Record Abroad

A five-country premiere of "Prince of Foxes" during the past week has set company records, it was announced here by Murray Silverstone, president of 20th Century-Fox International. The openings were in Cairo, Manila, Quito and Sao Paulo.

Harrison Moving Here

LONDON, Nov. 8.—Kay Harrison, Technicolor's British managing director, will transfer his headquarters to New York from here in the near future. He will continue as managing director here, commuting regularly between London and New York.

New Screens for Fabian

Five more Glascreens will be installed in Fabian theatres in Pennsylvania and Virginia, Herman Gluckman, Nuscreen president, announced. Fred Gluckman, field service director, has left here to handle installations.

Randforce Cited

Randforce Amusement Corp., for the third consecutive year, has been awardel first prize for the best accident and safety record in the theatres division by the State Insurance Fund as a climax to its statewide accident reduction contest.

Schaefer Leaves London

LONDON, Nov. 8.—George Schaefer, after the successful launching at the London Pavilion of his "Home of the Brave," has left on a similar mission to the Continent.

'Grass Roots' Fight On Tax Urged by TOA

Most Congressmen and U. S. Senators will be in their home districts between Nov. 15 and Jan. 1 before the opening of the new Congress, and in a "grass roots" drive for the reduction or repeal of the 20 per cent Federal ticket tax, the Theatre Owners of America is urging all owners to personally make an appointment to see them and plead for the reduction or the elimination of the "discriminatory" admission tax, and get friends and patrons to do likewise.

If a national legislator is not accessible, exhibitors should write or phone to them, and get as many others as possible to do likewise, and also use screens, posters and newspaper ads in the tax repeal campaign. Postcards should be printed asking Congressmen to vote for remission of taxes.

Schwalb to Mono. Production Post

HOLLYWOOD, Nov. 8.—Ben Schwalb has been appointed by Steve Broidy, president of Monogram and Allied Artists to the post of cost supervisor on all product. In his new position Schwalb will work directly under the supervision of Broidy, and will serve as liaison between the producers and him.

Schwalb has produced at Paramount, Columbia, and Liberty Films. He also was general manager for Liberty Films.

Half-Holiday for Two

Loew's M-G-M and 20th-Fox will close at one P.M. and not all day on Friday, Armistice Day, as previously reported.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Olivia deHavilland - Montgomery Clift - Ralph Richardson
in William Wyler's
"THE HEIRESS"
with Miriam Hopkins
A Paramount Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD · DONNA REED
in "Chicago" Deadline
June HAVOC · with · Irene HERVEY
Arthur KENNEDY
in Person
JO STAFFORD
JACKIE GREEN
PEIRO BROTHERS
Extra
PAUL WESTON
And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

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FRIDAY IS "B"-DAY!

It means the day for the International Premiere!

M-G-M's "BATTLEGROUND"

ASTOR THEATRE, NEW YORK

LAUGHTE

Bing's Newest Hit Is Making Millions Happy!

BING CROSBY · ANN BLYTH

BARRY FITZGERALD · HUME CRONYN

in

"Top O' the Morning"

Produced by ROBERT L. WELCH · Directed by DAVID MILLER

Written by Edmund Beloin and Richard Breen

Lyrics by Johnny Burke · Music by James Van Heusen

It's Your Rich Gravy For Thanksgiving!

Betty Hutton

Victor Mature

in

"RED, HOT AND BLUE"

A JOHN FARROW production with

WILLIAM DEMAREST · JUNE HAVOC

Produced by ROBERT FELLOWS · Directed by JOHN FARROW

Screenplay by Hagar Wilde and John Farrow · Story by Charles Lederer

Champions To Beat The Christmas Shopping Slump!

BING Crosby · FRED Astaire

in Irving Berlin's

"HOLIDAY INN"

The "White Christmas" picture!

Irving Berlin's "HOLIDAY INN" starring BING CROSBY & FRED ASTAIRE with Marjorie Reynolds • Virginia Dale • Walter Abel • A MARK SANDRICH Production • Lyrics and Music by Irving Berlin • Screen Play by Claude Binyon • Adaptation by Elmer Rice

BARBARA Stanwyck · HENRY Fonda in

"THE LADY EVE"

Written and Directed by

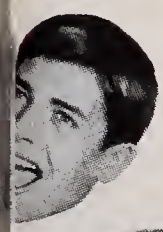
Preston Sturges

VEXIEST comedy of them all!

Barbara Stanwyck and Henry Fonda in "THE LADY EVE" with Charles Coburn • William Demarest • Eugene Pallette • Martha O'Driscoll • Eric Blore • Written and Directed by Preston Sturges • Screen Play Based on a Story by Monckton Hoffe

and today's Laughter-Leaders are from P

R pays off, M.P. Herald* Survey finds...



Variety Reports It
A Top Autumn Money-Maker!
HAL WALLIS' production
"My Friend Irma"
starring
JOHN LUND · DIANA LYNN
DON DeFORE · with MARIE WILSON
And introducing
DEAN MARTIN and JERRY LEWIS
Directed by George Marshall · Screenplay by Cy Howard and Parke Levy
Based upon the CBS radio program "My Friend Irma" created by Cy Howard

And Here's Paramount's First
Fun-Fest of '50!
"Dear Wife"
For The Howl Of Your Life
—With The Stars Of "Dear Ruth"
Starring
WILLIAM HOLDEN · JOAN CAULFIELD
BILLY DE WOLFE · MONA FREEMAN
EDWARD ARNOLD
with Arleen Whelan • Mary Philips
Produced by RICHARD MAIBAUM · Directed by RICHARD HAYDN
Written for the screen by Arthur Sheekman and N. Richard Nash
as a sequel to Norman Krasna's "DEAR RUTH"

Set To Top The Merry Christmas Of "Paleface"!
BOB HOPE
RHONDA FLEMING
in
"The Great Lover"
with ROLAND YOUNG · ROLAND CULVER · RICHARD LYON · GARY GRAY
Produced by EDMUND BELOIN · Directed by ALEXANDER HALL
Written by Edmund Beloin, Melville Shavelson and Jock Rose

PARAMOUNT

*For all the facts see issue of Oct. 22, with product lists showing that Paramount has more laugh hits—current and coming—than any other company.

N. Y. 1st Runs Still Quiet

Business generally continues quiet in the New York first-run area this week. The holiday brought a boost in income yesterday, as expected, but figures for the entire week for the most part are only fair.

"Chicago Deadline," with Jo Stafford topping the stage bill, completed a first week at the Paramount with a fairly prosperous gross of $74,000. "They Live by Night" figures to rake in about $15,000 in a mild opening week at the Criterion; it will be replaced tomorrow by "Yes, Sir, That's My Baby."

Roxy Gross 'Modest'

Short of expectations, "Everybody Does It" concluded a second week at the Roxy, where Ethel Waters and Mary Beth Hughes head the stage show, with a modest gross of about $60,000. The show will hold for three additional days, with "Oh, You Beautiful Doll" bowing in Friday. "Beyond the Forest" with a condensed version of "Make Mine Manhattan" on stage, is likely to wind up a third and final week with a mediocre take of about $24,000 at the Strand; it will be followed on Friday by "The Story of Seabiscuit."

"The Heiress," with a stage presentation at the Music Hall, will end its fifth and final week tonight with a satisfactory gross estimated at $118,000. Due at the Music Hall tomorrow is "That Forsyte Woman." "Jolson Sings Again" figures to bring in about $14,000 in a so-so 12th week at the State. "Pinky" still is doing well at the Rivoli with about $24,000 in prospect for the sixth week.

$60,000 at Capitol

Doing good business is "Tokyo Joe," with Lena Horne featured on stage at the Capitol, where $60,000 is estimated for a second week. "She Wore a Yellow Ribbon" will be the Capitol's next, due on Nov. 17. Eight acts of vaudeville and "Mary Ryan, Detective" should give the Palace about $19,000 in a healthy single-week's run.

"Hamlet" is maintaining a steady pace at the Park Avenue where the 58th week's take is indicated at $7,000. "The Red Shoes" apparently will provide the Bijou with about $9,000 in a 55th week, which means the film still is showing plenty of strength. "Quartet" might reach $4,800 in a fair-enough 32nd week at the Sutton.

'King's Men' at Victoria

"Johnny Eager," M-G-M reissue, is headed for an adequate second week's take of about $15,000 at the Globe. "The Dr. and the Girl" might hit $14,000 in a fair second week at the Mayfair. Final six days of "Christopher Columbus" at the Victoria, one short of a full fourth week, brought sluggish returns, estimated at $6,500; it was replaced yesterday with "All the King's Men." The Astor is making ready for the premiere of "Battleground" on Friday.

'Hamlet' Hits 1,000 Mark

Universal-International's "Hamlet" played its 1,000th showing at the Park Avenue Theatre here this week. The film, which has established the fourth longest motion picture run in New York, has been there for 58 weeks on a two-a-day basis.

Urge Showmanship

(*Continued from page* 1)

the distributor and the exhibitor working together.

Mike Simons, M-G-M exhibitor contact, told the meeting that the company's experience with "smaller pictures" such as "Boys' Ranch," "Gallant Bess" and "The Search" showed that special promotional efforts lead to substantially better grosses. In each of these instances the exhibitor was required to address himself to his own community as the campaign suggested, Simons reported. Thus, said Simons, "if we can unite our efforts with such spectacular results on behalf of such small pictures that we frankly feared might go through your mills without any attention, there is tremendous profit possibility in every one of the many important pictures that our company —and other companies—release every week.

Sees Video Opportunity

With large-screen television, theatres have an opportunity to "maintain and improve the finest entertainment and information service to the public," Nathan L. Halpern, television consultant to the TOA, told the convention. So far as expense is concerned, he reported: "Some leading exhibitors have indicated that they expected to amortize television within the first year if the events are available. From experience gathered in theatres showing television, thus far, operating expenses have been exceeded in nearly every relevant case by the additional box-office attracted by television event."

Gael Sullivan, TOA executive director, told the members of the area affiliate that most of the friction and problems among exhibitors, distributors and producers was simply a result of failure to get together to talk things out.

Assails Federal Tax

Touching on the vital organ of every theatre, the box office, Sullivan said the 20 per cent Federal tax on admissions has cut attendance to the point where many of the nation's smaller theatres may be forced to close.

"The cutting off of many foreign markets has led the industry to concentrate on the home market and there should be a marked improvement in coming films," he said.

Other speakers included: Edward G. Zorn, TOA regional vice-president; Maurice Bergman, director of public relations for Universal-International and Sam Shain, public relations, 20th Century-Fox.

Walter J. Gossenz, 63

COLUMBUS, O., Nov. 8.—Walter James Gossenz, 63, retired Columbus theatre manager, is dead of a heart attack. Prior to his retirement in 1942, he was manager for 10 years of the old Knickerbocker Theatre here.

Edwin Unquhart, 62

BOSTON, Nov. 8.—Funeral services were held yesterday for Edwin Unquhart, 62, in the motion picture and vaudeville business here for the past 35 years. Burial was at Milton Cemetery.

$750,716 for Coast Appeal

HOLLYWOOD, Nov. 8.—The industry's fifth annual United Appeal here reports the receipt of 13,284 subscriptions for $750,716, which is 56 per cent of its goal.

Reports Number of Drive-ins At 1,300

There are about 1,300 drive-in theatres now in operation, M. F. Bennett, of the theatre equipment section of RCA Victor, reports.

In a capsule history of the growth of the al fresco drive-in houses, he said: "The first drive-in theatre was built near Camden, N. J., in 1933. For nearly a decade thereafter, such ventures were considered in the novelty class. By the end of World War II, the number of outdoor screens scarcely exceeded 50. Then the tide turned and what had started as an experiment, soon became one of the wonders of the film industry."

Bennett reports that the average outdoor theatre accommodates 400 to 500 automobiles. He says some spots provide locations for airplanes—"Fly-in Drive-ins"—and one, which is adjacent to a stream, has made arrangements for canoeists to tie up at the bank and watch the show.

'PR' Meeting

(*Continued from page* 1)

meeting in Chicago as constituents of the committee.

Members, alternates and groups represented follow: Allied States, William Ainsworth and an alternate yet to be named; Independent Theatre Owners Association, Max Cohen and Harry Brandt; Metropolitan Motion Picture Theatre Association, Leo Brecher and Oscar Doob; Motion Picture Association of America, Ned E. Depinet and William F. Rodgers; Motion Picture Industry Council, Roy Brewer and Art Arthur; Pacific Coast Conference of Independent Theatre Owners, Rotus Harvey and William Graeper; Society of Independent Motion Picture Producers, Robert J. Rubin and probably Ellis Arnall; Theatre Owners of America, Gael Sullivan and Walter Reade, Jr.; Trade Press Publishers, Abel Green and Martin Quigley.

At the two-day meeting, the Conference Committee will deal primarily with matters bearing on the practical follow-up of the resolution unanimously adopted at the Chicago conclave which provides: "That a national policy-making authority, composed of all elements within our industry, be created to plan, organize and supervise a comprehensive, continuous public relations program representing the maximum coordination of all the organizations represented at this Conference, and such authority shall supplement the operations of our organizations with such activities and personnel as may be deemed advisable."

The hotel at which the Washington meeting will take place will be announced later.

Grievance Committee

(*Continued from page* 1)

cents for each adult ticket to "Jolson Sings Again" and decided that Utah Exhibitors will refer this matter to the Department of Justice in Washington as interfering with the price strata of theatres, if Columbia does seek this price.

Sam Gillette and Hugo Jorgenson, Utah trustees of the PCCITO, reported on the recent PCCITO meet at Sun Valley and led a discussion on the industry public relations program. No formal action was taken on the latter.

Rule Against Ohio 'Co-op'

CLEVELAND, Nov. 8.—In what is believed to be the first monopoly suit involving a cooperative theatre buying organization, and exhibitor and distributors, U. S. District Judge Paul Jones has granted a motion filed by attorney Samuel T. Gaines for the plaintiff, G. and P. Amusement Co., operating the Regent Theatre here.

It directs all defendants to produce for inspection all records and communications referring to licensing or buying of pictures covering the period from Sept. 1, 1937, to the date of action, between Cooperative Theatres of Ohio and distributor defendants, Warner Brothers, 20th Century-Fox, Columbia and Universal; and between cooperative and exhibitors defendants Paul Gusdanovic and stockholders in the Regent Theatre Co.

Also asked for and granted by the judge are all "cut-offs," which are summaries and final disposition of contracts made with Co-operative corporate record books containing minutes of meetings of Cooperative and exhibitor defendants and all profit and loss statements of Regent Theatre Co.

The plaintiff claims that Cooperative, because of services rendered to its clients, has created an affiliated or unaffiliated circuit with large-scale buying power through alleged monopolistic practices and this power was directed against the plaintiff. Claim is further made in the brief that the distributor and exhibitor defendants aided and abetted Cooperative in the use and abuse of this alleged monopolistic power. Plaintiff asks triple damages in the amount of $525,000 covering the period from Sept. 1, 1937, to date of action.

Exchange Pay Hike

(*Continued from page* 1)

the four remaining companies. During the summer and early fall, similar pacts were signed with United Artists, Monogram and National Screen.

These contracts are virtually identical with those signed last spring by Paramount, Loew's, RKO Radio, 20th Century-Fox, Warner Brothers, Universal-International, Columbia and Republic, "IA" stated.

The agreements are for two years, retroactive to Dec. 1, 1948. They establish a minimum wage of $34 per week, with scales ranging upward from that point to approximately $75 for head bookers.

SIMPP vs. FWC

(*Continued from page* 1)

erates where it has no competition. The Society said that 14 civil suits are pending against the circuit in U. S. District Court in Los Angeles.

SIMPP also called upon the Justice Department to expand its investigation to include "all local, state and area motion picture monopolies which by their illegal acts are stifling competition within the industry."

Two Resign RKO Posts

BOSTON, Nov. 8.—Gus Scheafer, Northeastern district manager, and Carl Devisian, salesman for RKO Radio, have both resigned, effective as of yesterday.

It's a Sweetheart of a Show from Allied Artists!

SPARKLING WITH SONG HITS!

"BICYCLE BUILT FOR TWO"
"AFTER THE BALL"
"ANY OLD STREET"
"THERE'S A GIRL IN MY HEART"
AND MORE • MORE • MORE!

THERE'S A GIRL IN MY HEART

CRAMMED WITH CUTIES!

YOURS FOR THANKSGIVING PRE-RELEASE

LEE BOWMAN · ELYSE KNOX · GLORIA JEAN · PEGGY RYAN

Allied Artists present

"There's a Girl in My Heart"

with LUDWIG DONATH · RAY McDONALD · JOEL MARSTON · IRENE RYAN · and LON CHANEY

Produced and Directed by Arthur Dreifuss

Story and Screenplay by Arthur Hoerl and John Eugene Hasty

Says Rank Backlog Will Provide Films For U. S. Release

Notwithstanding the announcement issued in conjunction with the J. Arthur Rank statement issued in London of financial losses that the British producer will cut production drastically during the next six months, Universal-International and Eagle-Lion still will have for a long time a sizeable number of Rank pictures to pick from for release in the U. S.

This was reported here yesterday by Robert S. Benjamin, president of the American Rank Organization, who described the company's backlog of pictures in England as "substantial."

Thus, Rank will continue to have considerable means for earning American dollars.

U-I will release four Rank pictures during the next five months, along with 14 Hollywood features. Additionally, Prestige Pictures, U-I subsidiary, has an active catalog of 15 to 20 Rank pictures of "art house" calibre. The four U-I will release here are "Adam and Evelyn," "Tight Little Island," "The Astonished Heart" and "The Strange Case of Madeline Smith."

Eagle-Lion released 20 Rank pictures thus far this year, and is expected to release at least that many more in 1950.

Rank's Report

(*Continued from page* 1)

government helps him, which is likely under proper conditions. However, he said that if entertainment tax relief is not forthcoming promptly, he may withdraw from production completely.

Despite Rank's pledge to stockholders at their last annual meeting to modify Odeon Theatres overdraft position, the report reveals that Odeon's overdrafts now have increased by £2,696,723 to £16,286,581 ($45,602,426).

Dips Into Reserves

Dividends on the preferred stock of the principal companies were met, although Rank admits that the dividends were partly met from reserves, the significance thereof being that in the event preference dividends were unpaid, control would leave Rank hands.

All of the principal companies missed final dividends on their ordinary shares. Odeon in March paid a three and three-quarter per cent interim dividend, which became the total dividend for the year, contrasting with 17½ per cent tax-free dividends paid in each of the three preceding years.

Gaumont British in March paid an interim dividend of one and one-quarter per cent, which became the total for the year and compared with nine per cent paid last year.

Rank's production channel, British & Dominion Films, paid a five per cent interim dividend last March, which was the total for the year and which compares with 12½ per cent paid last year.

Odeon, which owns Britain's best theatres, experienced a reversal of financial fortune after December, 1947, when it accepted the liabilities of Rank's General Cinema Finance Corp. and subsequent production ventures.

Instead of the program of 60 pictures annually forecast by Rank when Britains new film quota was being determined, Rank now concedes that in view of operating losses and other considerations, his present program contemplates production of only six to 10 pictures in the six months ending June, 1950.

Thereafter, he admits he will close down completely unless the government comes to his aid.

In the opinion of authoritative quarters here he will be unable to make even six pictures without outside aid.

Seeks U. S. Producers' Aid

Rank says that negotiations are proceeding whereby American companies possibly may enter into a joint producing agreement under which he would supply studios and technicians, with Hollywood investing dollars here in the form of scripts, directors, stars, etc.

In his message to stockholders, Rank attributes the losses, first, to the abnormal summer weather which Britain experienced this year and, second, to the British government.

He said the origin of the whole trouble was in the 75 per cent *ad valorem* duty imposed by the government on American film imports and the subsequent American embargo on film shipments to Britain. The embargo drove him to an inordinate increase in production in order to keep his theatres supplied with film. He complained that the *ad valorem* duty was repealed without consultation with the British industry, which caught him in a bear market.

Rank charged that the governments subsequent high quota put him in a false position. But echoing now the exhibitors long complaint against the high entertainment tax as a crushing burden, Rank makes that his chief grievance, saying the government must give early relief from the tax or else he will shut up shop completely.

Observers point out that Rank was not among the opponents of the *ad valorem* tax at the time it was imposed on American films and that he welcomed the high quota, claiming his theatres would play not 45 per cent but a 60 per cent quota.

The heart of the whole situation, trade authorities believe, is in Rank's declaration now that "We made demands on the creative talent in the industry that were beyond its resources and, as a result, spread out our production capacity too thinly over the films we made."

Canceled Personal Debt

Rank reported that he and his wife had canceled a debt, with interest, of $1,884,453 owed to Manorfield Investments, their personal holding company, by the motion picture organization.

Rank said that admissions for his 559 theatres accounted for $77,000,000, of which $30,200,000 was paid to the government in entertainment tax. British film programs from his studios accounted for $12,600,000 of the tax money, he said, and estimated that the same pictures, playing in non-Rank controlled theatre, probably accounted for a total entertainment tax of $25,200,000, or almost three times his losses for the year.

Reviews

"The Cowboy and the Indians"

(*Columbia*)

A SYMPATHETIC portrayal of life with an Indian tribe forms the background of Columbia's latest action Western with Gene Autry. The presence and activities of some Indian children will arouse juvenile interest and a display of Indian handicraft and jewelry shown throughout should appeal to adults.

Autry gets help from a local female doctor for a sick Indian and finds out the whole tribe is suffering from malnutrition because they have been cheated for years by Frank Richards, owner of the trading post. While Autry is investigating, the Chief of the tribe is beaten unconscious and a precious necklace, symbol of his office, is taken. Lakohna, handsome well-educated leader of the Indians, and next in line as Chief, is blamed by Richards. Autry manages to absolve him after an exciting fight in the mountains against Richards and his men. Autry finally gets results for the Indians by breaking the story in radio and press, with the promise of a huge appropriation from Congress.

Good photography, direction and performances mark this Armand Schaefer production, directed by John English, as a bit above the routine Western. Autry does his usual quota of singing, ending the picture with "Silent Night," against a choral background.

Running time, 70 minutes. General audience classification.

"Ranger of Cherokee Strip"

(*Republic*)

A LITTLE more elaborate than the usual Western fare, this action-packed story uses the usual clash of cattlemen and homesteaders as a background for roaring guns, thundering hooves and slashing fist fights that should please the patrons of this type of fare.

Much of the story takes place in the territory occupied by the Cherokee Nation, a territory that later was to become the state of Oklahoma. Old-timers will recognize Monte Blue as Chief Hunter. Monte Hale does his usual competent job; Douglas Kennedy plays the man framed for a murder he did not commit, and Paul Hurst provides the comedy.

The climax consists of Hale thwarting the efforts of the villains to cause a herd of cattle to stampede and this in itself makes for some pretty exciting sequences. The rest is good, solid material that does not vary much from the usual Western activities. In the end, Hale unites Kennedy with Alice Talton. Melville Tucker was associate producer and Philip Ford directed. Bob Williams wrote the screenplay.

Running time, 60 minutes. General audience classification. For Nov. 4 release.

Coast Production Rises to 30, 4 Over Last Week

HOLLYWOOD, Nov. 8.—The production total rose to 30 this week, for a gain of four pictures; 11 were started and seven completed.

Started were: "Kill the Umpire," Columbia; "The Vicious Years" (FC-Emerald); "Radar Patrol" and "Baron of Arizona," Lippert; "Asphalt Jungle" and "Mystery Street," M-G-M; "September," Paramount; "Tarnished," Republic; "No Way Out," 20th-Fox; "The Men," U-A; "Deported," U-I.

Completed were: "Riders of Black Mesa," Columbia; "The Reformer and the Redhead," M-G-M; "Young Daniel Boone," Monogram; "Gun Men of Abilene," Republic; "The Gun Fighter," 20th-Fox; "The Iroquois Trail," U.A.; "Double Cross Bones," U-I.

UK Board of Trade

(*Continued from page* 1)

committee of inquiry into production and distribution. Due before the end of the year, the report is generally expected to recommend a complete divorcement of the two operations.

Also to be regarded is the pending general election. The Socialist Administration is pledged now to the sternest economies. That policy makes it still more unlikely that more public largesses will be handed out to producers.

The latest proposals for new government subsidies come from Tom O'Brien, M.P. and head of the National Assocation of Theatrical and Kine Employes, and Sir Henry French, head of the British Film Producers Association.

O'Brien, calling the government's first £5,000,000 production subsidy "chicken feed," demands a cool £20,000,000 and asks "bold action by the Board of Trade." He points to the £40,000,000 taken out of the industry by the government in entertainment taxes and maintains that some of that yield should be returned to the industry, not to theatre patrons.

French revealed that his Association will now ask for a direct subsidy from the Treasury instead of a rebate in the tax.

MPEA-Czech Pact

(*Continued from page* 1)

dent and general manager. In addition to the product presently being distributed under the existing deal, six new films will be released in that country, it was revealed.

New agreement disposes of a number of "contentious matters" which necessitated adjustments between the Czechoslovak Film Monopoly and MPEA, the latter stated.

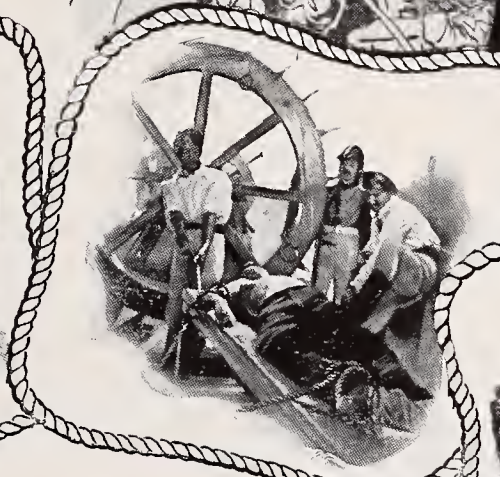
Negotiations were carried on in a "very cordial atmosphere" with the Czechoslovak State Film Corp. represented by Oldrich Machacek, general manager; J. Malek, central manager, and Jan Klement, foreign department manager, by Maas and Louis Kanturek, Eastern European supervisor for the MPEA, the Association said. The contract was signed by Malek, on behalf of the Monopoly and by Maas for the Export Association.

"NOT WANTED"...

"LOST BOUNDARIES"...

and now...

A SWASHBUCKLING STORY TOLD IN THE TRADITIONAL SWEEP OF THE SEVEN SEAS WITH EXCITEMENT THAT BEGINS AT THE **BOX-OFFICE!**



National Release DEC. 1, 1949

RUDOLPH MONTER and VICTOR PAHLEN present

"The Pirates of Capri"

starring **LOUIS HAYWARD**

co-starring Binnie BARNES · Alan CURTIS · Mikhail RASUMNY · Rudolph SERATO and introducing **MARIELLA LOTTI**

An A.F.A. and I.C.S. Production • Produced by VICTOR PAHLEN • Directed by EDGAR ULMER • Niccolo Theodorli, Executive Producer
Original Story by Golfiero Colonna, George Moser and Bruno Valeri • Based on idea by Victor Pahlen • Screenplay by Sidney Alexander

Released by FILM CLASSICS, INC.

M-G-M Schedule

(Continued from page 1)

he reminded reporters he was last year shortly after his assumption to the reins of production at Culver City. In response to a query on his views about the domestic market, he replied:

"Prospects are good. There is enormous money in the market here in the United States. Moreover, I think production is improving. I mean generally. It's a healthy sign because competent people in Hollywood thrive on competition.

No 'Working Ceiling'

"The big war hangover is clearing up in Hollywood. Creatively and emotionally, picture makers had to make the adjustment. It's about cleared up now and it means a run of good pictures from all sources. I see good times ahead. Problems? Yes. It simply means, however, that we have to keep on fighting them."

Metro production will not operate under a "working ceiling," he said. "Costs per attraction will depend on how well we can do the job with the material at hand. If we get too economical, we end up by sweating out the juices that make for quality. This we propose avoiding. The important task is to make pictures good, not to make them cheaply."

There is not much new that anyone can find out about shaving negative costs, in Schary's opinion. He believes a vital factor—and perhaps the most vital—is scrupulous examination of scripts before an attraction gets on the floor. "We have to decide—and we are deciding—that the script is right before we start shooting. Under such a process, we eliminate what later becomes a waste if we were to shoot what doesn't get in the final picture. Thus, if it's in the script, it's also in the picture.

Sees Room for Savings

"Waste cannot be reduced, or it can pile up, if we get careless and forget the things we know. Everyone in Hollywood knows how to save, but not everyone does anything about it. We can do even better than we have by improving scripts, by increasing production and by employing our people better and more often."

Specifically insofar as M-G-M is concerned, Schary declared costs are down between 20 and 25 per cent. His studio is in better shape than before, he observed, because its backlog of scripts is greater than a year ago when he assumed his present post. The value of the backlog, he pointed out, lies in the opportunity to submit available scripts to keener analysis before placing them in production. "It allows us to know where we stand. Thus, we know now what we shall make up to August of next year and already are tentatively preparing a few pictures which will not be made until 1951."

One of the objectives of his administration, he continued, was to steady costs. What he describes as "the imponderables which you can't control" are being offset by watching the others, or "the ponderables."

Volunteering information, in part, but replying to questions in the main, Schary also stated:

An important future attraction will be "The Magnificent Yankee," stage play by Emmet Lavery, in which Louis Calhern will play the part of Justice Holmes.

Technicolor will figure in the 1950 production schedule to about the same extent as this year.

The program of "experimental" films, given some emphasis at the outset of his incumbency at Metro, will be continued. Schary placed "Border Incident" in this group and expanded it to embrace "It's a Big Country," an episodic films yet to be made; "Standoff," which goes into production next month, and "The Next Voice You Will Hear," a small budget film which he probably will produce personally. The "voice" will be that of God urging mankind to "take a look around and see the wonders of the world you live in."

'Controversy' Not Evaded

On the "controversial" side, "Stars in My Crown" will discuss a phase of the Negro problem, while "It's a Big Country" will include a sequence dealing with the Negro. Declining to divulge details, Schary said he is about to close for a property which represents "a challenging idea."

However, he believes this kind of subject should be undertaken only when the proper story shows up. "I think it is folly to look deliberately for something that is controversial. The idea rather is to look for what will make a good film."

He is aware of special types of films which enjoy long runs in off-the-Main Stem theatres, as exemplified by the New York engagement of "Quartet" at the Sutton, and indicated Metro may have a couple of future releases best geared to this type of merchandising and selling.

'Battleground' Under Budget

"Battleground" was brought in at slightly under $1,850,000, largely because of intensive pre-shooting preparation. Originally planned by RKO while Schary was production head, the budget there was $2,200,000.

"I have had no trouble with Joe Breen," Schary stated in reply to a question. "He has been very cooperative and has never turned me down on any problem I have brought to him. Moreover, this talk about inability to operate under the Production Code is sheer nonsense. I am not aware of any good, provocative subject that cannot be treated under the code provided it is done in good taste and with an awareness of the producer's responsibility."

Schary will attend various functions in Washington where "Battleground" has its invitational premiere tonight, and return to New York tomorrow.

Exhibitor's Open Letter Asks

(Continued from page 1)

papers—formerly widely used by you for pre-selling your product to the exhibitors in advertising that was in its simplest and most effective form.

"I find in my first-run situation that I am showing some pretty good new pictures which I have never heard about simply because you have neglected to inform me about them through the old established channel of trade paper advertising.

Of course, I realize that there is a trend to economize in production. But I certainly can't see any point in your keeping your product a secret by cutting out your trade paper advertising or even cutting it down to the point where it is ineffective. How can I be expected to sell product which hasn't been sold to me?

"The quickest way I know of to kill show business is to stop advertising. Why don't you producers wake up? We exhibitors want to know what's cookin'. Otherwise we are not prepared to serve it properly.

"You must have some real product up your sleeve. Let's hear about it. We all read the trades. That's the place to sell us—loud and often."

Wade Pearson Heads Washington Variety

WASHINGTON, Nov. 8. — Wade Pearson was elected chief barker of Variety Club, tent number 11, at elections held yesterday. Other officers included: Morton Gerber, first assistant chief barker; Jerry Adams, second assistant chief barker; Glen Norris, property master; and Sam Galanty, dough guy.

In addition, the following were elected to serve on the board of governors for 1950: Sidney Lust, Sam Roth, Carter T. Barron, George A. Crouch, Leon Makover and Alvin Q. Ehrlich. Delegates to the 1950 international convention are Nathan D. Golden and Frank M. Boucher; alternates are Lust and J. E. Fontaine. International canvasman is Jake Flax; alternate is Pearson.

Johnson to Present Award

WASHINGTON, Nov. 8.—Defense Secretary Louis Johnson will make the presentation of Variety Club tent number 11's "Personality of the Year" award to Al Jolson at the club's annual dinner-dance on Nov. 19, it was announced today.

Paramount Ads

(Continued from page 1)

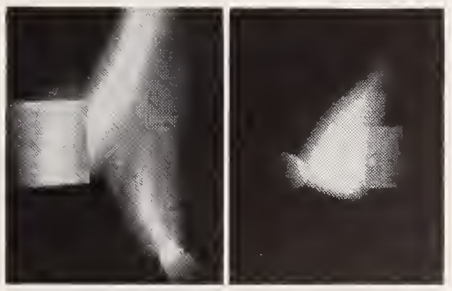
the exhibitor share in the film's gross. Where formerly campaign costs were shared on a 50-50 basis, over and above a theatre's normal budget, the new method obviates all consideration of house budgets in calculating sharing arrangements. Youngstein said he felt this method is more equitable to both exhibitor and distributor, and will act as an incentive to set campaigns on a "sensible" basis of "what's best to sell the picture."

It was also announced that Paramount has been expanding its cooperative advertising activities by giving point-of-sale assistance not only to key-run situations, but to all situations where practical, in view of early dating of product. Regardless of the size of the situation, Paramount's exhibitor aid extends to any run where pictures play pre-release, key a circuit, influence a territory, or tee off saturation bookings. Under this method of accenting the first important playdates in a territory, Youngstein feels that the incentive to get "the picture off to a good start" is greater with the resultant benefits to subsequent runs.

These new policies were formulated by Youngstein with the aid of Sid Mesibov, exploitation manager and executives of the distribution department. They were developed as a result of many lengthy discussions with leading exhibitors, it was reported.

Change dim screen SQUINT TO bright screen SPARKLE

Use "NATIONAL" High Intensity Projector Carbons and make box office BOOM!



When you buy projector carbons —BUY "NATIONAL"!

The term "National" is a registered trade-mark of

NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation

UCC

30 East 42nd St., New York 17, N. Y.

Division Sales Offices:

Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

20th's Holiday Gift To You!...
THE BIGGEST HOLIDAY SHOW OF THE AGES!
PRE-SOLD IN YOUR TOWN
BY THE BIGGEST NATIONAL MAGAZINE AND NEWSPAPER ADVERTISING CAMPAIGN IN HISTORY!
Samuel Shellabarger's
PRINCE of FOXES
There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 91 NEW YORK, U.S.A., THURSDAY, NOVEMBER 10, 1949 TEN CENTS

WB's Stanley Admits D. C. Trust Violation

Unique Move Is Seen Setting New Precedents

WASHINGTON, Nov. 9.—The Stanley Co. of America, Warner subsidiary, today admitted to the Court of Appeals that its partnership contract with the K-B Amusement Co. to operate the MacArthur Theatre here violated the anti-trust laws.

Stanley said this was not because of the general finding of guilt against Warner in the Paramount New York trust case, but because of the particular situation.

It declared that it does not believe all partnerships between a Paramount case defendant and an independent exhibitor are illegal *per se,* but that the legality of each partnership must be determined on its own facts. On this basis, it said, the partnership with K-B was illegal because it was specifically designed to eliminate competi-

(*Continued on page* 4)

1st TOA Unit Files for TV

WASHINGTON, Nov. 9.—Motion Picture Theatre Owners of West Virginia today became the first individual Theatre Owners of America unit to ask the Federal Communications Commission for separate frequencies for theatre television and an early hearing on this request.

Other petitions from individual TOA units, in support of the request for frequencies filed Aug. 30 by the national TOA, will be filed from time

(*Continued on page* 5)

NEFC Meetings In Boston, Detroit

Meetings of National Exhibitors Film Co. supporters in Boston yesterday and in Detroit today are expected to give added impetus to preparations for the organization's issuance of stock.

Today's parley, to be presided over by NEFC president Si H. Fabian, will be attended by supporters who were

(*Continued on page* 5)

TOA, Col. to Meet Monday on 'Jolson'

Theatre Owners of America's exhibitor-distributor relations sub-committee and Columbia general sales manager A. Montague will meet here on Monday to attempt to settle differences arising out of TOA's condemnation of sales policies and rentals set by the distributor in the licensing of "Jolson Sings Again."

Representing TOA at the parley will be Walter Reade, Jr., chairman of the full exhibitor-distributor relations committee, and Arthur H. Lockwood, J. J. O'Leary, Albert Pickus and Robert W. Coyne. TOA general counsel Herman Levy may attend.

N. J. Allied Rules Out 'Jolson' Talks

Allied Theatre Owners of New Jersey, like Allied nationally, has made know sufficiently its unqualified opposition to advanced admission prices, and hence would not trouble to meet with Columbia sales executives should the company's sales policy on "Jolson Sings Again" call for upped scales when the picture is made available to theatres in the state, Wilbur Snaper, Jersey Allied president, declared here yesterday.

Meanwhile, Snaper said, the meetings here next Monday of his organization's board and general membership will make plans for combatting distributor moves for advanced admis-

(*Continued on page* 4)

25% U. K. QUOTA SEEN DUE IN MAY

Circuits' Candy Bill Rises to $20-Million Yearly

WASHINGTON, Nov. 9.—Theatre circuits in the U. S. bought close to $20,000,000 worth of candy to sell through their theatres last year, compared to about $18,500,000 in 1947, the U. S. Commerce Department estimates. Most of the candy was in small, packaged bars.

Theatre chains accounted in 1948 for 9.9 per cent of all candy sales by manufacturers and wholesalers to all chain stores and related outlets. In 1947, the percentage was 9.2 per cent. In each year, Commerce estimates that about $200,000,000 in candy was sold to chain stores and related outlets.

The figures are what the chains paid at wholesale for the candy.

Park-in Suit Again Before High Court

WASHINGTON, Nov. 9.—Park-in Theatres, Inc., today asked the U. S. Supreme Court to reconsider its refusal to review a lower court ruling that Park-in's Hollingshead drive-in patent is invalid.

Describing its action against E. M. Loew Drive-in Theatres as a test case

(*Continued on page* 4)

Board of Trade Now Weighing Opportune Time for Proposing It

By PETER BURNUP

LONDON, Nov. 9.—Britain's new film quota will be set at 25 per cent, effective in May, 1950, it is authoritatively understood here.

Board of Trade officials now are considering how soon an amending order reducing the present 40 per cent quota to that figure can be conveniently introduced in the House of Commons.

That, observers point out, will require something of a word-swallowing demonstration by Harold Wilson, president of the Board of Trade, who when asking Commons for the present unworkable quota rejected suggestions that British producers would be unable to supply a sufficient volume of product.

Wilson holds producers here responsible for his original stand and

(*Continued on page* 5)

'3rd Circuit' Deal Clicks

United Artists' "third circuit" deal in New York—booking the "Black Magic" and "Great Dan Patch" combination into 60 neighborhood spots with Loew's circuit here by-passed—is proving a "very successful" experiment, Paul N. Lazarus, Jr., executive assistant to UA president Gradwell Sears, declared yesterday.

He said that on the basis of returns on Tuesday and yesterday, the dual's distribution take will substantially ex-

(*Continued on page* 5)

Rogers Again Heads W. Va. Managers

WHITE SULPHUR SPRINGS, W. Va., Nov. 9.—The suggestion that theatremen adapt promotion campaigns to suit their individual communities, altering and enhancing press-book features to give the exploitation localized appeal, was made by H. M. Richey, director of exhibitor relations for M-G-M, at the convention of the West

(*Continued on page* 5)

Warns of Revolt Against 'Unrestricted' Bidding

ST. LOUIS, Nov. 9.—Unrestricted competitive bidding may result in exhibitor refusal to bid on any but "A" pictures and in the long run may prove unprofitable for distributors, Herman Levy, Theatre Owners of America general counsel, told the closing session yesterday of the Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois at the Chase Hotel here.

The convention reelected Tom Edwards, president, and elected Louis Ansell, board chairman; Thomas James, vice-president; Lester Kropp, secretary, and Joseph Ansell, treasurer.

Levy contended that distributors

(*Continued on page* 4)

Jack Broder Elected Realart President

Jack Broder, formerly vice-president of Realart Pictures, has been elected president, it was announced here yesterday. He succeeds his brother, Paul, who is no longer with the company. Norman Eisenstein was elected chairman of the board of directors and treasurer, succeeding Joseph Harris; Budd Rogers was reelected sales and distribution vice-president, and Alex Alexander was elected secretary.

The company also announced a second bookers' bonus drive for the 13-week period beginning on Nov. 5 and ending on Jan. 28, on the company's first 26 releases.

Personal Mention

DORE SCHARY, M-G-M production vice-president, HOWARD STRICKLING, studio publicity head; JOHN JOSEPH, assistant to HOWARD DIETZ; GEORGE MURPHY, JOHN HODIAK and DENISE DARCEL are due here today from Washington.

•

EMMA C. CARBONE, secretary to HARRY MANDEL, RKO Theatre advertising-publicity director, will be married Saturday at Our Lady of Angels Church here to THOMAS J. DONOVAN of Jamaica, L. I.

•

HARRY WALTERS, former Indianapolis branch manager for RKO, has joined Paramount's Chicago branch as country salesman.

•

ISABELLE AUSTIN, Roxy Theatre advertising-publicity head, will leave here tomorrow by plane for a Havana vacation.

•

JERRY HOFFMAN, press representative for Regal Films, is in New York from Hollywood.

Seabury Services Here Tomorrow

Funeral services for William Marston Seabury, 70, former general counsel of the old Motion Picture Board of Trade and the National Association of the Motion Picture Industry, will be held here tomorrow at 11 A. M. at the Church of the Incarnation, with burial in Trinity Cemetery. He died here Tuesday night of a cerebral hemorrhage in Doctors Hospital. Judge Samuel Seabury, formerly of the New York State Court of Appeals, is a brother.

Seabury was the author of the books, "The Public and the Motion Picture Industry" and "Motion Picture Problems." In recognition of his film writings in their relation to international economics, he was decorated by France, Poland, Portugal and Yugoslavia.

Dedication Program For Eastman House

ROCHESTER, N. Y., Nov. 9.—Industry leaders and civic dignitaries joined today in dedicating the George Eastman House here in memory of the founder of Eastman Kodak.

Antonio DiGiulio, 78

A solemn requiem mass will be sung today at St. Simon and St. Jude Roman Catholic Church, Brooklyn, for Antonio DiGiulio, 78, father of Mrs. Harry K. McWilliams, wife of Columbia's exploitation manager.

Projectionist's 50th Year

Cecil Wood, projectionist at the Paris Theatre here, will be honored today on his 50th anniversary as a projectionist at a luncheon in the theatre's lounge given by the staff and management.

NEWS in Brief

ACTING in behalf of Louis de Rochemont's RD-DR Corp. and Film Classics, producer and distributor, respectively, of "Lost Boundaries," the law office here of Justice Samuel Rosenman is preparing an injunction action against the Georgia censors' banning of the picture, Ambrose Doskow of the Rosenman firm, said yesterday.

•

Hollywood, Nov. 9.—With theatres divided on the issue for first time, Daylight Savings Time was voted in by the California electorate yesterday. Fox West Coast Theatres had reversed a long-held position against DST to campaign in its behalf, with certain other conventional-type theatres backing FWC on the issue. Still others joined forces with drive-in theatres to campaign against the measure.

•

PHILADELPHIA, Nov. 9.—Sunday movies were swept into some 50-odd Pennsylvania communities, most of them for the first time, during Tuesday elections. The question was placed on the ballot wherever requested by a petition of at least five per cent of the registered voters and may be put to a vote only once every five years. All of those townships which already permit Sabbath films elected to continued the practice.

•

Chicago, Nov. 9.—In an effort to prevent construction of the Beck Theatre, 13 Elmwood Park property owners have filed a Third Circuit Court suit charging the village board of trustees with illegally issuing a permit for the theatre in a residential area. The suit also contends the trustees changed the zoning and building regulations.

•

PORTLAND, Ore., Nov. 9.—Several percentage actions have been brought here by distributors against Harry H., Rose C., Harry F. and Thomas Moyer, operators of four theatres.

Loew's and 20th Century-Fox each filed a complaint in Federal Court here and Paramount, United Artists and RKO have commenced law suits in the State Circuit Court.

•

Washington, Nov. 9.—Sen. Johnson, Colorado Democrat and a member of the Senate Finance Committee, today predicted that Congress will reduce or repeal many wartime excise taxes next year. Johnson listed the admission tax as headed for cutback to the pre-war 10 per cent.

•

ANGOLA, Ind., Nov. 9.—David Palfreyman, former head of exhibitor relations for the Motion Picture Association of America, has entered into a partnership with the owners of the 550-seat Brokaw Theatre here and the new Angola Theatre to be built for opening in April, 1950.

•

HOLLYWOOD, Nov. 9.—With his "Intruder in the Dust" just going into general release, Clarence Brown has launched pre-production activity on "To Please a Lady," which he will make next for M-G-M.

Brylawski Elected For the 28th Time

Washington, Nov. 9.—A. Julian Brylawski has been reelected president of the Motion Picture Theatre Owners of Metropolitan District of Columbia for the 28th consecutive year.

Brylawski, head of Warner's Theatres' real estate department here, is also national legislative representative for the Theatre Owners of America and its regional vice-president for the Washington-Maryland district.

A. J. Brylawski

Also reelected were: Fred Kogod, vice-president; Harry Bachman, secretary, and Roland Robbins, treasurer. The following executive committee was elected: Carter T. Barron, Lloyd Wineland, Sidney Lust, Louis Bernheimer, George T. Crouch and Edmund Plohn.

Monogram Profits at $101,400 in 13 Weeks

HOLLYWOOD, Nov. 9.—Stockholders of Monogram Pictures Corporation in their annual meeting today reelected all members of the board of directors, who thereupon reelected all company officers for the coming year.

Following the meetings, Monogram president Steve Broidy reported that consolidated operations for the thirteen-week period ending Oct. 1, 1949, resulted in a profit of $101,400, as compared with a loss of $191,300 for the same period in the preceding year. Under loss carry-back provisions of the Federal income tax laws, the current year's earnings are not subject to taxes.

To Cite Cohn at Pioneers' Dinner

Tribute will be paid to president Jack Cohn at the 10th anniversary dinner of the Motion Picture Pioneers on Nov. 16, at the Waldorf-Astoria here.

With the "Pioneer of the Year" award going to Cecil B. DeMille, the citation to Cohn will commemorate the 10th anniversary of the MPP. Cohn has served as president since its inception.

Miriam Brandon Resigns

Miriam F. Brandon has resigned her post in the special feature department of RKO Radio's home office advertising-publicity organization, effective tomorrow. She is the wife of Vivian M. Moses, also with the RKO Radio publicity department, and plans to devote herself to free-lance writing and management of their Maryland farm.

Newsreel Parade

PRESIDENT Truman being greeted in Minnesota and U. S. defense chiefs at Fort Benning are current newsreel highlights. Other items include football, fashions and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 88—Armistice Day—1949. Football.

NEWS OF THE DAY, No. 220—Unification on the mareh. First birthday of Prinee Charles. "New Look" for beaeh belles. Midwest hails President Truman. Football.

PARAMOUNT NEWS, No. 23—Defense chiefs attend big power show. Minnesota greets President Truman. First test of water ski walk. Bathing suits go "arty." Football.

TELENEWS DIGEST, No. 45-A—Yugoslavia: partisan war secrets. Washington: air erash starts safety drive. Roads of tomorrow. Weizmann Institute of Scienee in Israel. Eleven Communist's released on bail. Newark: plane to transport furniture to hotel in Puerto Rico. Denmark beauties in bathing suits. Football.

UNIVERSAL NEWS, No. 298 — U. S. defense leaders at Fort Benning. Indonesia at end of Dutch rule. President Truman in Minneapolis. Water-walking. Football.

WARNER PATHE NEWS, No. 25—Shipwreck near Seattle. Paul Hoffman in Paris. Weizmann Institute dedieated in Israel. Army show at Fort Benning. Drive safely with Jaek Carson. Football.

RKO Realigns Four Sales Districts

Four sales districts in the ficld have been realigned by RKO Radio sales vice-president Robert Mochrie, as follows:

Eastern district, under Robert J. Folliard, will comprise the branch offices in Philadelphia, Washington, Pittsburgh, New Haven and Boston.

Eastern Central district, under Morris E. Lefko, will comprise offices in Cleveland, Cincinnati, Detroit, Indianapolis, Buffalo and Albany.

Midwestern district, under Herbert H. Greenblatt, will comprise Chicago, St. Louis, Milwaukee, Minneapolis and Sioux Falls.

Rocky Mountain district, under Albert L. Kolitz, will comprise branches in Denver, Salt Lake City, Kansas City, Omaha and Des Moines.

First RKO Film at State in Two Years

RKO Radio's "Holiday Affair" will have its world premiere at Loew's State in New York on Thanksgiving Day, Nov. 24, Robert Mochrie, RKO sales vice-president, disclosed here yesterday. Opening for a long run, it will be the first RKO film to get a State booking since the theatre started its straight film policy nearly two years ago.

S.O.S. 'Open House'

S. O. S. Cinema Supply Corp. will hold "open house" at its 52nd Street, New York, showrooms tomorrow, during which it will display many new devices and equipment lines for theatres, studios, laboratories and film cutting rooms. Among items to be demonstrated will be the first public showing of the new fl. 3 Cine Balowstar motion picture camera lens for color.

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RADE SHOW
OVEMBER 21

ANY
er Screening Room
. Peorl St. • 12:30 P.M.

ANTA
Century-Fox Screening Room
Walton St. N.W. • 2:30 P.M.

STON
Screening Room
Arlington St. • 2:30 P.M.

FALO
nount Screening Room
Franklin St. • 2:00 P.M.

RLOTTE
Century-Fox Screening Room
S. Church St. • 2:00 P.M..

CAGO
er Screening Room
So. Wobash Ave. • 1:30 P.M

CINNATI
Paloce Th. Screening Raam
e Th. Bldg. E. 6th • 8:00 P.M.

VELAND
er Screening Room
Payne Ave. • 8:30 P.M.

LAS
Century-Fox Screening Raom
Wood St. • 2:00 P.M.

IVER
nount Screening Room
Stout St. • 2:00 P.M.

MOINES
naunt Screening Raom
High St. • 12:45 P.M.

ROIT
Exchange Building
Cass Ave. • 2:00 P.M.

IANAPOLIS
ersol Screening Room
No. Illinois St. • 1:00 P.M.

KSONVILLE
lo Theotre Bldg. Sc. Rm.
E. Forsyth St. • 2:30 P.M.

NSAS CITY
Century-Fax Screening Room
Wyandotte St. • 1:30 P.M.

ANGELES
er Screening Raam
S. Vermont Ave. • 2:00 P.M.

APHIS
Century-Fox Screening Room
Vance Ave. • 2:00 P.M.

WAUKEE
er Theatre Screening Room
W. Wisconsin Ave. • 2:00 P.M.

NEAPOLIS
er Screening Raam
Currie Ave. • 2:00 P.M.

V HAVEN
er Theatre Projectian Room
ollege St. • 2:00 P.M.

V ORLEANS
Century-Fax Screening Raam
S. Liberty St. • 8:00 P.M.

V YORK
e Office
W. 44th St. • 2:30 P.M.

AHOMA
Century-Fax Screening Room
lorth Lee St. • 1:30 P.M.

AHA
Century-Fox Screening Raam
Davenport St. • 1:00 P.M.

LADELPHIA
ier Screening Room
No. 13th St. • 2:30 P.M.

'SBURGH
Century-Fox Screening Raam
Blvd. af Allies • 1:30 P.M.

RTLAND
l Box Screening Room
N.W. Kearney St. • 2:00 P.M.

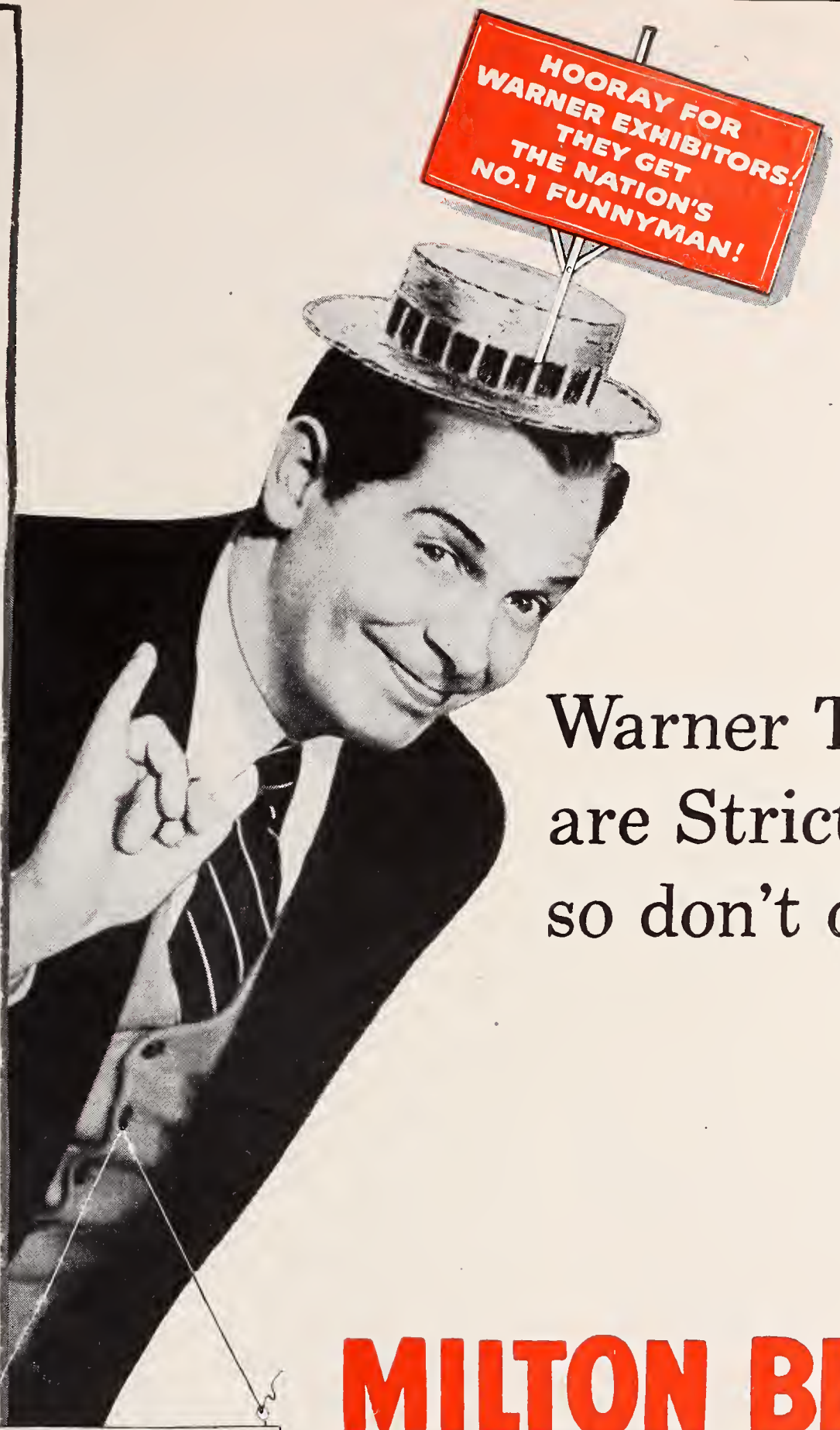
T LAKE
Century-Fox Screening Room
East 1st South • 2:00 P.M.

N FRANCISCO
blic Pict. Screening Raam
Golden Gate Ave. • 1:30 P.M.

TTLE
l Box Screening Room
1 Second Ave. • 10:30 A.M.

LOUIS
ico Screening Room
3 Olive St. • 1:00 P.M.

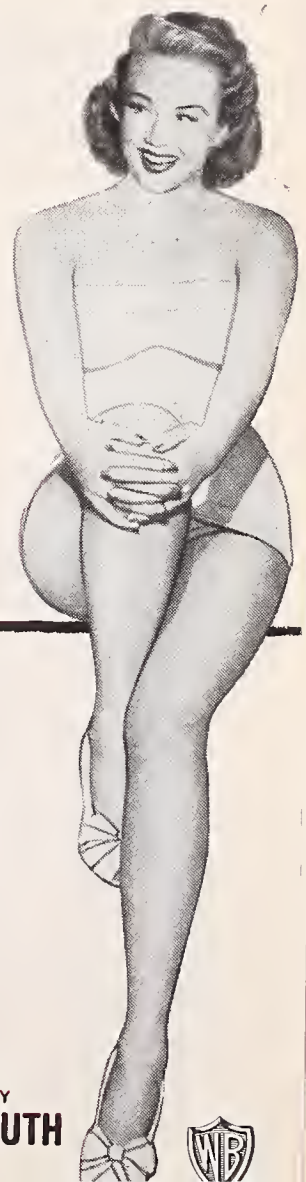
SHINGTON
ner Theotre Building
& E Sts. N.W. • 10:30 A.M.



AND IT'S GOT
RUTH ROMAN
AND IT'S GOT
BERT LAHR
AND IT'S GOT
8 SONG HITS!

Warner Trade Shows are Strictly business so don't die laughing!

MILTON BERLE
GETS FUNNY WITH
VIRGINIA MAYO
IN THE NEW HAPPINESS-MAKER
"ALWAYS LEAVE THEM LAUGHING"



PRODUCED BY **JERRY WALD**

SCREEN PLAY BY MELVILLE SHAVELSON AND JACK ROSE
FROM A STORY BY MAX SHULMAN AND RICHARD MEALAND
MUSICAL DIRECTION BY RAY HEINDORF
SPECIAL MUSIC AND LYRICS BY SAMMY CAHN

DIRECTED BY **ROY DEL RUTH**

Court Admits Para. Decree Rulings In Baltimore Action

BALTIMORE, Nov. 9.—The Fourth Circuit Court of Appeals ruled yesterday that attorneys for H. B. Meiselman can include in their appeal record the findings of fact and conclusions of law of the Federal Statutory Court decision in the Paramount case and the Paramount consent decree.

Meiselman, a Charlotte exhibitor, is suing several units in the Wilby-Kincey circuit and seven major distributors—all but Loew's. District Court Judge Wilson Warlick dismissed the case, and Meiselman appealed. His attorneys asked that the Paramount case documents, which Warlick excluded from the trial in Charlotte, be included in the appeal.

WB's Stanley

(*Continued from page* 1)

tion between K-B and Warner and to create a complete monopoly of exhibition in the MacArthur Theatre area.

At the same time, the Warner subsidiary said that District Courts other than the special three-judge court in New York can carry out portions of the Paramount case judgment.

Stanley made its points in appealing a decision of District Court Judge Matthew McGuire in connection with K-B's suit to force Stanley out of the MacArthur enterprise on terms provided in a 1945 contract between the two companies. Warner countered with a petition that the joint enterprise be completely dissolved and the assets sold publicly. A third party, Kass Realty Co., asked for performance or a $100,000 forfeit on a contract between it and the partners for construction of a second theatre.

Judge McGuire dismissed all three motions on the ground that the original contracts were illegal under the Paramount decision, and no claims were enforceable under them. The case has attracted wide attention as a possible precedent-setter.

Stanley in its brief, filed with the Appeals Court today, said Judge McGuire was right in tossing out the K-B and Kass requests, but was wrong in not granting its request for dissolution of the partnership.

McGuire's decision has been widely interpreted as holding that under the U. S. Supreme Court's Paramount case decision all partnerships between a Paramount case defendant and an independent exhibitor must be held illegal *per se*. The Stanley brief, filed by attorney Philip W. Amram, said it did not construe the McGuire opinion that way, but rather that the facts in this particular case required this decision. It pointed out that both Stanley and K-B contemplated building in the area, and that the partnership was specifically set up to prevent this competition.

"The direct and complete elimination of competition, coupled with the specific intent to accomplish that precise purpose constitute a clear violation of the Sherman act," Stanley argued.

Moreover, it said, the agreement was the equivalent of a pooling agreement, clearly outlawed by the Supreme Court's Paramount decision.

"Certainly, the Supreme Court never inquired into the independent terms of the agreements by which the interrelationships were created in the 1287 joint-interest theatres involved in the Paramount case," the brief stated. "The extent to which there might be intrinsic illegality in those contracts was left for determination in cases exactly like the case at bar."

K-B should be prevented from enforcing its contractual rights "because of its own independent illegal conduct," Stanley declared.

For much the same reasons, Stanley argued, the contract between Kass, K-B and Stanley for the second theatre is also illegal and unenforceable.

Even if these arguments do not hold, Stanley added, there should be no decision for K-B because this would force Stanley to transfer valuable property rights to K-B for much less than true value, thus constituting a penalty and forfeiture.

Finally, Stanley argued, the New York court gave it two choices in divorcing its joint interest with K-B: Selling its shares to K-B or any other purchaser, or dissolving the venture. It said it obviously could not sell to K-B, it did not know whether any other purchaser would buy the Stanley interest at a fair value, and therefore had decided it could best protect its interest by dissolving the venture and selling all assets at public sale. This last choice was specifically given by the New York court to ensure Warner a fair return on its holdings, it said, and the Appeals Court should order this alternative. It declared that its petition "seeks only full compliance with the New York decree."

No matter what they say. I am not ashamed!

please wait until you know the truth about 'My Foolish Heart'!

Eloise

Says Many Still Hit Hollywood for Its Past

WASHINGTON, Nov. 9.—Although Hollywood has changed considerably in the past 20 years, many of its critics are still scoring it on the basis of performances long past, according to Dore Schary, M-G-M production vice-president.

Speaking before the National Women's Press Club yesterday, Schary declared that many critics of the industry still tend to think of Hollywood in terms of a high divorce rate, immorality, and other abnormalities designed to get publicity.

"We have our group of weak citizens and bad people just like every other profession," he said, "but we are constantly trying to correct our faults and improve our virtues. We challenge timidity in and out of the business and we try to live with self-respect and dignity."

Even the industry's severest critics, the M-G-M production head said, cannot deny the industry's "enormous effect" on the human spirit in America and the rest of the world. People in Hollywood work hard, in a community where there is a concentration of the "greatest talent in the world today," he told the group.

In town for the premiere of his new picture, "Battleground," he cited Hollywood's wartime role as proof of the change in the community, and declared that the motion picture industry was the only industry that contributed what it had to offer to the war effort "without making a profit on it."

In his opinion, Schary said, the industry should remain "essentially a theatre and not a pulpit," but there is no reason why it could not continue to "inform and challenge" on social issues.

Motion Picture Association head Eric Johnston told the press group that young people in Europe show the influence of American films in their desire for "the better things in life."

Warns of Revolt

(*Continued from page* 1)

should disclose the terms of successful bids when requested to do so and should be willing to submit controversies arising from competitive bidding to impartial arbitration when so requested by an unsuccessful bidder. He disputed distributor contentions that competitive bidding will, in itself, eliminate law suits.

Calling attention to a portion of the New York court decree in the industry anti-trust suit which forbids a distributor to "arbitrarily" refuse a run requested by an exhibitor and give it to a competitor, the TOA attorney suggested that exhibitors avail themselves of that provision before requesting competitive bidding.

Leon Bamberger, RKO Radio sales promotion manager, broached to the convention a plan for a nationwide program of children's shows on Saturday mornings.

The two-day meeting was attended by 225 exhibitors representing 500 theatres. Among guests at the closing banquet last night were Audrey Totter, Barbara Lawrence, John Payne and Donald O'Connor.

Tent No. 1 Honors Variety Foundling

Pittsburgh, Nov. 9. — To commemorate the finding of a baby girl in its lobby 21 years ago, which led to the formation of Variety Clubs International, a memorial plaque will be unveiled in the lobby of the Sheridan theatre on Sunday. The ceremony is being held in conjunction with Variety Club's Tent No. One annual banquet in the William Penn Hotel Sunday night.

To Cite Schary, MGM For 'Battleground'

WASHINGTON, Nov. 9. — Dore Schary and M-G-M will be cited tomorrow by the Army and the 101st Airborne Division Association for their production of "Battleground," which had an invitational premiere here tonight. Secretary of the Army Gordon Gray will give the Army Certificate of Merit to Schary for the picture's "exemplary portrayal of the American citizen soldier." The 101st Airborne will give the company a plaque for its "epic portrayal" of the "Battle of Bastogne."

Colosseum Pact Talks Resume After Recess

CHICAGO, Nov. 9.—After a four-day recess, representatives of the distributors and the Colosseum of Motion Picture Salesmen of America will resume contract talks here tomorrow at the Blackstone Hotel. Negotiations were held here last week.

Park-in Suit

(*Continued from page* 1)

being watched by the entire industry, Park-in promised to stop all further litigation if the High Court takes this case and rules against it. If, however, the court sticks by its October 10 decision not to take the case, Park-in said it will have to bring about 600 new cases against drive-in operators to protect itself against the statute of limitations. Twenty-three other suits are already pending.

N. J. Allied

(*Continued from page* 1)

sion on "special" pictures. The Jersey Allied president asserted that the state's theatres are doing 20 to 30 per cent less business than they did three years ago. New Jersey theatre patrons, he said, will not spend the extra money for advanced admissions, regardless of the picture's merits.

Snaper said facetiously that he does not see why all pictures cannot be priced at the box-office in accordance with their worth if "special" pictures are designated for higher admissions. Under such a plan, he explained, the exhibitor could charge as little as five cents per ticket for some pictures.

INVITATION TO N. Y. PREMIER

Most fabulous fast (fl.3.) lens in history.
CINE BALOWSTAR, Night-Hawk of Lenses.
Does for movies what the Image Orthicon tube does for Television.
Two showings with demonstration color film—
Friday, Nov. 11th, 2:00 and 3:30 P. M.

S. O. S. CINEMA SUPPLY CORP.
Dept. Ad, 602 W. 52 St. (right off 11th Ave.)

TOA Fires at Student Tax

In forwarding to Charles J. Valaer, U. S. Deputy Commissioner of Internal Revenue, in Washington, a communication from Walter Reade, Jr., Theatre Owners of America executive director Gael Sullivan expressed the opinion that it was not equitable to require students to pay an admission tax based on the established price charged to adults and suggested a ruling that the tax on student tickets be based only on the amount actually paid for admission. Involved are patrons 12 to 18 years of age.

Replying to Sullivan in a ruling made public by the latter yesterday, the Bureau stated that under section 1700 (a) of the Internal Revenue Code, as amended, it had no alternative but to hold that students admitted to a theatre at a time when adults are admitted, and at a rate less than that charged for adults, are liable for the tax based on the price of adult admissions.

Rogers Again Heads

(*Continued from page* 1)

Virginia Managers' Association here today.

Officers elected at the closing session were Lloyd E. Rogers, president; Fred Helwig, vice president; Rube Shor, secretary-treasurer; Robert W. Lawson, Jr., counsel; W. H. Holt, chairman of the board of directors. E. R. Custer, Ross Filson, E. L. Keesling, George Lively, Louis Shore, Don Shultz and Max Matz were named directors.

Pointing out that no advertisement is exactly tailored for every theatre, Richey stated: "Showmanship and exhibitor ingenuity come into play to pick out of the picture, with the assistance of his press book, those elements that are best salable in his community and in his theatre and play them up to take the best of what the ad agency and the advertising department have given him. Pick out those suggestions that the exploitation department have made that best fit this picture and his pocketbook, and harness them together in a plan that will bring people to his box-office."

In a speech attacking distribution policies, and admonishing theatre owners to be vigilant in protecting their gains through the court decree on divorcement, Allied's Sidney Samuelson scoffed at suggestions for local arbitration, stating he would continue to prefer the courts, and observed that the distributor lawyers had not won a basic decision since 1923.

Several distributor representatives present were asked to speak and voiced the opinion that it was apparent that Samuelson had little confidence in the all-industry effort to improve public relations. Also called on were Sam Shain, 20th-Fox; Joe Rosen, 20th-Fox; Allen Morietz, Columbia.

UA, de Grunwald in Deal to Release 7

LONDON, Nov. 9.—United Artists will distribute seven films to be made within the next three years by World Screen Plays under a deal closed here by Arthur W. Kelly, UA executive vice-president, and Anatole de Grunwald, head of the British production company.

Drive for Autonomy On Admission Tax

Chicago, Nov. 9.—A new drive to get the Federal Government to hand part or all of the 20 per cent admission tax over to municipalities will be launched at the annual conference of the American Municipal Association in Cleveland, where more than 500 mayors and other city officials are expected to attend, on Nov. 30 and Dec. 1-2.

'3rd Circuit' Deal

(*Continued from page* 1)

ceed that which would have been anticipated had the program been launched in Loew's houses and at the terms Loew's was insisting on. Inability to get together with the latter on rentals prompted UA to set up the deal with the subsequent situations.

"Magic" is on percentage and "Patch" on a flat rental. The program opened in 40 theatres on Election Day and 20 more will be added by tomorrow. The gross at the 40 spots reportedly hit the $50,000 mark, said to be a tidy figure even for a holiday.

Lazarus said UA is well satisfied with the results of the unconventional arrangement so far and believes the participating circuits—Skouras, Century, Randforce and Brandt—are equally pleased. Of course, a full week's run will be required to determine the overall merits of the test and its future possibilities.

In any event however, the idea could hardly lead to establishing a third circuit as such, in competition with Loew's and RKO, Lazarus and other distribution executives who are watching the "Magic" arrangement with considerable interest, point out. A permanent tie-up among 40 to 60 houses would require assurances of a continuing flow of product at the approximate rate of 104 films per year. No single distributor could meet that demand, of course, and there is a legal tabu on the film companies acting in concert.

But it was said here that there will probably be occasional deals with the "third circuit" perhaps if and when distributors fail to reach an agreement with Loew's or RKO.

First TOA Unit

(*Continued from page* 1)

to time, TOA attorney Marcus Cohn said. Close to 20 petitions will be filed in all, Cohn said, with another one due tomorrow.

The idea is to persuade the FCC that theatre television is not something being pushed by "politicans in Washington," but really has grassroot support from working exhibitors.

NEFC Meetings

(*Continued from page* 1)

unable to attend yesterday's meeting, which was presided over by Sam Pinanski, treasurer of the company which exhibitors formed to finance independent production. Robert W. Coyne, NEFC secretary, left here last night with Fabian for Detroit. Lou Wisper of Cooperative Theatres of Detroit, and a backer of NEFC, will be host at today's conclave.

25% Quota Seen

(*Continued from page* 1)

is frankly resentful of their having misled the government concerning their production potential. He is turning a deaf ear now to suggestions of further government subsidies for producers and other governmental aid, reportedly taking the view that they can stew in their own juice for the time being.

The Left-wing Technicians Union, with a third of its members momentarily unemployed, is asking for nationalization of Britain's film industry forthwith. The proposal is being taken as propaganda only.

Press comment on the annual financial report of the J. Arthur Rank organization, released Monday, has been voluminous and divided along expected lines. Pro-government papers are critical of his criticism of the entertainment tax and ask why he should be given relief when the entire nation is paying heavy taxes on all luxuries. Conservative and financial papers are more sympathetic.

Johnston Cites 'Root' Of UK Predicament

WASHINGTON, Nov. 9.—British film producers are now in difficulty because after the war they tried to "grow too rapidly for their own good," Motion Picture Association of America president Eric Johnston said here today.

Johnston did not name J. Arthur Rank or any other specific producer, but Rank's recent announcement of losses was obviously uppermost in his mind.

British producers, the MPAA chief said, felt they could make sufficient pictures to satisfy the demand in Britain, but they were wrong. They took a "small amount of talent" and tried to spread it over too many films, he declared. While they made some good pictures, he stated, "too few are acceptable in the world market."

Johnston said he could not see any immediate drop in remittances from Britain as a result of Rank's announcement. He said he expected that British films would still be distributed in the U. S. for some time, enabling American films to continue to get credit for some British earnings here.

New Goldsmith Firm

HOLLYWOOD, Nov. 9.—Writer-producer I. G. Goldsmith has announced the formation of Gloria Film Productions, Inc., to engage in independent production.

Korda's Plans Set: Helprin

J. Arthur Rank's production losses, with the resultant possibility that he may withdraw from production after next May, will not alter the production plans of Sir Alexander Korda and Sir Arthur Jarratt, according to a statement issued in their behalf here yesterday by Morris Helprin, vice-president of London Film Prod.

Helprin said that independent producers associated with London Film and British Lion have nine films completed or nearing completion in four British studios, including their joint productions with Samuel Goldwyn and David O. Selznick, previously announced. All producers are planning films for the immediate future, he said, with at least six scheduled to start early in 1950 at the Shepperton or Isleworth studios.

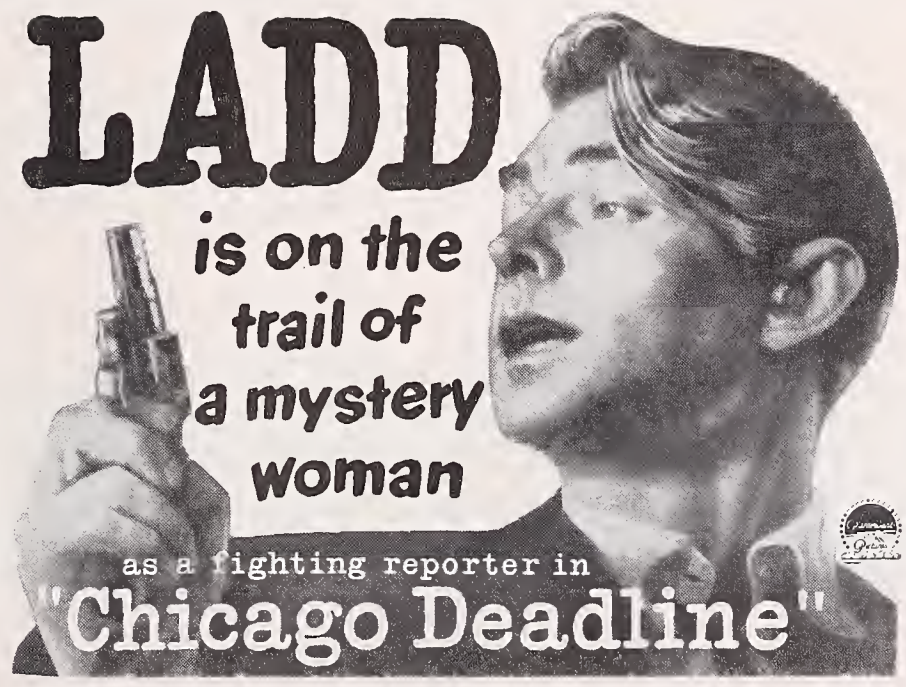
3 E-L Films at New Broadway 1st-Run

New York's Embassy Theatre, said to be the oldest newsreel theatre in the world, will drop that policy and become Times Square's newest first-run feature showplace, it was announced here yesterday by F. French Githens and Francis Carter Wood, Jr., president and executive vice-president, respectively, of the theatre.

The change will become effective on Friday, Nov. 18, when the completely refurnished theatre, to be known as the Broadway-Embassy, will reopen with Eagle-Lion's "Quartet," to be followed by two more Eagle-Lion releases, J. Arthur Rank's "The Gay Lady" and Rank's "The Hidden Room."

Skouras Sets Meet With Alexander King

LONDON, Nov. 9.—Charles Skouras, National Theatres president, has arranged to meet with Sir Alexander King, president of the Cinematograph Exhibitors Association, presumably to discuss the proposed new Anglo-American consultative body, which King suggested to Eric Johnston, Motion Picture Association of America president, during the latter's recent visit here. The proposal contemplates inclusion of exhibitor and other representatives in the consultative group.



GREAT BOXOFFICE SUCCESSOR TO

'T-MEN' –
'CANON CITY'
'HE WALKED BY NIGHT'

EAGLE LION'S

TRAPPED

Filmed with the co-operation of the U. S. Secret Service

From the studio with the know-how!

A tense, true BOXOFFICE entertainment

snatched from newspaper headlines!

Book "TRAPPED" now! Be the first to cash in on the tremendous publicity campaign and pledged co-operation of the Boy Scouts of America, the Girl Scouts of America and the Boys Clubs of America.

'Variety' calls 'TRAPPED' "more than timely!"
Every trade reviewer in the business stressed

AVAILABLE...

Two powerful FREE accessories from

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 92 NEW YORK, U. S. A., FRIDAY, NOVEMBER 11, 1949 TEN CENTS

$1.6-Millions Guaranty for Films in Japan

MPEA-Army Pact Covers Partial Costs and Profit

WASHINGTON, Nov. 10.—The Army has awarded the Motion Picture Export Association a "very satisfactory" $1,600,000 guaranty contract for its film distribution activities in Japan, Korea and the Ryukyus during the current fiscal year, ending next June 30.

This was the word received in Washington from MPEA representative Charles Mayer in Tokyo. Mayer wired that the contract had just been approved by Gen. MacArthur's headquarters.

While the amount is not all the MPEA was seeking, it is still about eight times what they got last year and is significant in that the contract includes a substantial amount for original film cost and profit in addition to out-of-pocket expenses. Until now, the Army contracts have just covered out-of-pocket expenses. MPEA will get the $1,600,000 to distribute among companies supplying films under the

(*Continued on page 5*)

MPAA, SIMPP Swap Notes on Europe

WASHINGTON, Nov. 10.—Top Motion Picture Association and Society of Independent M. P. Producers officials huddled here today on the foreign situation, particularly the current British film crisis, but said that all the talk was "in general terms, with no conclusions or decisions."

SIMPP president Ellis Arnall and general counsel Robert J. Rubin arrived here for a surprise conference

(*Continued on page 4*)

3 Locals Appeal to Walsh in Reels Tilt

The likelihood loomed yesterday that IATSE international president Richard F. Walsh will enter negotiations here in behalf of three "IA" locals whose attempts to get new contracts from the newsreels have been unsuccessful. Representatives of the three locals have been holding strategy meetings with Walsh.

The locals involved are No. 52, New York Studio Mechanics; No. 644,

(*Continued on page 5*)

Sears Lines Up 14 Product Deals for UA Board Meet

HOLLYWOOD, Nov. 10.—United Artists president Gradwell Sears will leave here tomorrow for New York where he will present a number of production-distribution deals to the board of directors for consideration at a meeting on Tuesday. Among the pacts up for approval are those which he discussed with the Nasser Brothers, the Nassour Studios, Harry Popkin and Samuel Bischoff, said to aggregate about 14 pictures.

While here Sears met several times with Joseph Justman on the arrangement whereby 75 per cent of financing for independent producers would be provided by a New York financing group with the proviso that the films will be produced at Justman's Motion Picture Center Studios. Progress of the negotiations have been slowed down some by failure to work out an agreement satisfactory to UA on a formula for retiring the loans.

Justman is expected to leave here for New York at the weekend to confer again with his associates in the projected deal and the matter may be placed on the agenda for Tuesday's UA board session.

Para. 9-Month Net Is $19,299,000; Off Only $716,000

Paramount's net profit for the nine months ended Oct. 1 is estimated at $19,299,000, including a $2,613,000 share of undistributed earnings of partially-owned non-consolidated subsidiaries and approximately $5,084,000 of special income, the company disclosed yesterday. This compared with an estimated profit of $20,015,000 for the corresponding period of 1948, which included $4,729,000 of undistributed earnings of partially-owned subsidiaries and approximately $1,250,000 of non-recurring income. The 1949 total represents a drop of only $716,000 from the same period in 1948.

The company estimates its profit for the third quarter ended Oct. 1 at $5,824,000, after providing $500,000 for losses on devaluation of all foreign currencies principally resulting from

(*Continued on page 5*)

Para. Sets 5 More For 1950 Release

Five more pictures have been set for release by Paramount in 1950, A. W. Schwalberg, sales vice-president, has announced.

Hal Wallis' "Paid in Full," formerly titled "Bitter Victory," and starring Robert Cummings and Lizabeth Scott, has been set for national release in March. Two set for April are Frank Capra's "Riding High," starring Bing Crosby and Coleen Gray, and Pine and Thomas' "The Eagle and the Hawk," starring John Payne and Rhonda Fleming. Two re-releases in March will be "So Proudly We Hail,"

(*Continued on page 5*)

Mono. in 5-Year Deal For AB-P Product

HOLLYWOOD, Nov. 10.—A five-year contract for exclusive distribution of the entire output of Associated British-Pathe, Ltd., in the U. S. and Latin America by Monogram was announced by Monogram president Steve Broidy today. He said that certain special attractions will carry the Allied Artists label, with the majority bearing the Monogram imprint and a selected list going out through the recently established Stratford Pictures unit.

Ten already completed pictures produced under the supervision of Rob-

(*Continued on page 5*)

Wilson Tells Commons Rank's Difficulty Doesn't Mean 'Collapse' of U.K. Industry

London, Nov. 10.—Harold Wilson, president of the Board of Trade, was questioned in the House of Commons today on what steps the government proposed to take to "avert the threatened collapse" of the British film producing industry.

Wilson replied that his questioner obviously was referring to the J. Arthur Rank organization's financial statement made public this week.

"While we greatly regret the misfortune that has overtaken the Rank organization after it had shown such promise," Wilson said, "we cannot agree that the development confronting Rank means a threatened collapse of the British industry."

Nevertheless, Labor M.P.'s Foot and Wyatt called for an end to "monopolistic" control and promised a drastic plan on Monday.

Skouras, 'Met' Sue RKO for $9,000,000

Charge Partnerships Were 'Forced' on Them

RKO Radio, RKO Theatres and Radio-Keith-Orpheum were named defendants in a $9,000,000 triple-damage anti-trust action filed yesterday in U. S. District Court here by Skouras Theatres and Metropolitan Playhouses. Plaintiffs, as joint owners with defendants of theatre interests, charge that RKO Radio falsely represented in its consent decree with the Department of Justice that it would make every effort to dispose of joint theatre interests.

Plaintiffs claim that they were forced to sell to RKO in 1933, 1940 and 1941, 50 per cent interest in three theatre properties, namely, the RKO Proctor, Newark; Springio Theatres, Bronx, and the Midway in Forest Hills. Complaint asks the court to declare that the interest held by RKO Theatres in each of the three properties is rightfully the plaintiffs' and has been held by the defendants for the plaintiffs' benefit.

The action calls also for a permanent injunction to re-

(*Continued on page 5*)

RKO Presses for Divestiture Delay

WASHINGTON, Nov. 10.—Justice Department officials and RKO attorneys headed by vice-president J. Miller Walker met here today to discuss RKO's request for a six-month extension of the time for dissolving RKO theatre partnerships, but there was no indication of what decision, if any, was reached.

Assistant Attorney General Herbert A. Bergson would only say that "ap-

(*Continued on page 5*)

Myers Sees Park-in Decision Standing

WASHINGTON, Nov. 10.—Allied States Association general counsel Abram F. Myers today stuck by his earlier opinion holding that the practical effect of the U. S. Supreme Court's action in the drive-in patent case is to invalidate the Hollingshead patent.

On Oct. 10, the Supreme Court refused to review a decision of the First Circuit Court of Appeals holding the

(*Continued on page 4*)

Personal Mention

W. C. GEHRING, 20th-Fox assistant general sales manager, is due back in New York today from Cincinnati.

•

JACK KIRSCH, Allied Theatres of Illinois president, has been named chairman of the theatre division of the Chicago Council of the Boy Scouts' fund drive.

•

ARTHUR ZIEHM of Cosmopolitan Pictures, who has been ill with pneumonia for the past four weeks, is recovering and is expected back at his desk here in a few days.

•

HARRY VINNICOF, Southern California representative on the Theatre Owners of America distributor-exhibitor relations committee, will leave Hollywood today for New York.

•

EDWARD L. HYMAN, Paramount Theatres Service Corp. vice-president, and his assistant, SELIG J. SELIGMAN, have left here for Phoenix, Los Angeles and Salt Lake City.

•

WILLIAM A. SCULLY, Universal-International sales vice-president, has returned to New York from the Coast.

•

WILLIAM WYLER and MRS. WYLER, accompanied by RUTH and AUGUSTUS GOETZ, writers, have left here for San Francisco.

•

RUBE JACKTER, Columbia assistant sales manager, will leave today for Pittsburgh, returning on Monday.

•

JAMES R. GRAINGER, Republic distribution vice-president, is visiting the Coast from New York.

•

MORRIS SAFIER, distributor, left here for Los Angeles last night.

Five Here for Benefit

Five Hollywood players, Rhonda Fleming, Louis Jourdan, John Agar, Rory Calhoun and Lita Baron (Mrs. Calhoun), arrived here yesterday to attend the premiere of David O. Selznick's "The Fallen Idol," at the Sutton Theatre Monday night for the benefit of Prescott Neighborhood House.

Liebeskind Seeks Theatre

Nat Liebeskind, foreign exhibitor and distributor, is back in New York from Havana, where he is negotiating a deal with Cuban interests for a new 2,500-seat neighborhood theatre. Purdy and Henderson, who built the Warner Theatre in Havana and many government buildings, will build the proposed house.

TV Hearing Nov. 21

WASHINGTON, Nov. 10.—The Federal Communications Commission has postponed to the week of Nov. 21 comparative black-and-white and color television demonstrations which were originally scheduled for Monday, Nov. 14, in this city.

Talent Guilds Take Video Conflict to Membership

HOLLYWOOD, Nov. 10.—Conflict between the Screen Actors Guild and Eastern talent unions over jurisdiction in the films-for-television field is expected to flare to new heights this weekend, with both sides taking the problem to player personnel in special meetings.

The Eastern talent guilds voiced their arguments in favor of the establishment of a "Television Authority," to have jurisdiction over acting in films for video, at an open meeting tonight in the Vine Street Playhouse to which all Four-A members were invited.

SAG will place the issue before its members at the annual membership meeting Sunday night in the Hollywood Legion Stadium, with a 2,500 attendance anticipated. Speakers will stress the point that establishment of a new union such as the proposed Television Authority could in time have a far-reaching effect upon all existing contractual relations between film actors and motion picture studios.

SAG president Ronald Reagan will preside at the meeting, and results of the annual election will be announced.

NEFC Program Outlined in Detroit

DETROIT, Nov. 10.—Approximately 40 exhibitors attended a meeting at the Book-Cadillac Hotel here today at which plans of National Exhibitors Film Co. were outlined. Speakers included Si Fabian, NEFC president; Robert Coyne, secretary; Sam Pinanski, treasurer, and Ted Gamble, chairman of the board.

The speakers said prospects looked bright for early functioning of the company. The showmen expressed considerable interest in the plans.

Shares in the company will be priced at $100, the organizers said. Fabian left for New York.

Color Video Program Is Mapped by BBC

British Broadcasting Corp. has immediate plans to get underway with an experimental color television program, including the construction of a complete studio and development of receiving equipment, it was reported here yesterday by Dr. Peter C. Goldmark, CBS director of engineering. He said that BBC will pattern its color video system after that developed by CBS here. Goldmark returned from London recently.

Fabian May Buy Out Hellman Drive-ins

Negotiations are under way looking to the purchase by Fabian Theatres of its partner's, Neil Hellman's, 50 per cent interest in three drive-in theatres, one each in Albany, Schenectady and Philadelphia. While admitting that such a deal is being discussed, a Fabian spokesman here said that "nothing has been signed yet."

Third Fabian First-Run

ALBANY, N. Y., Nov. 10.—The Leland Theatre here will become a first-run tomorrow. It has been a second-run since reopening in June after expensive remodeling necessitated by a fire. It is believed the new policy, with the same prices as comparable houses, is experimental. Fabian will now have three downtown first-runs, and Warners, two.

Johnston, Truman Chat at White House

WASHINGTON, Nov. 10.—Motion Picture Association of America president Eric Johnston today gave President Truman some of the outstanding impressions of his recent European tour. He did not discuss ECA matters during a 15-minute White House call, since the first report on ECA must go to Administrator Paul G. Hoffman.

Film matters came up only incidentally, Johnston said. This was when he described to the President the "renaissance" among the young people of Europe, and said that American films were largely responsible. Johnston told the President that American aid has stopped Communism in Greece and Turkey, and that Western Europe has an opportunity for a great future if it thinks in terms of competition and an expanded economy.

Elect Shenker Head Of Cleveland Variety

CLEVELAND, Nov. 10.—Irwin Shenker has been elected chief barker of the Cleveland Variety Club, succeeding I. J. Schmertz. Other officers elected were Sanford Leavitt and Oscar Ruby, assistant chief barkers; Louis Ratener, dough guy; Justin Spiegele, property master, and Marshall Fine and Leonard Greenberger, sergeants-at-arms. Raymond Schmertz, Irwin Pollard and Alfred Sunshine were named to the board of directors.

Memphis Opens Headquarters

MEMPHIS, Nov. 10.—The Memphis Variety Club will stage a four-day celebration to open its new headquarters in Hotel Gayoso this weekend. William McCraw, Varicty International director, and R. J. O'Donnell, chief barker of national Variety, will attend a dinner tomorrow night.

Washington Dedicates Clinic

WASHINGTON, Nov. 10.—Variety Club's Tent No. 11 here will dedicate a cardiac clinic at Emergency Hospital tomorrow. This clinic, and one at Children's Hospital, were pledged by the tent during the Washington Heart Association's recent drive for funds.

Reade Files for Theatre TV

WASHINGTON, Nov. 10.—Walter Reade Theatres, Inc., today asked the Federal Communications Commission to allocate separate frequencies for theatre television.

Reade's petition was the first filed by an individual exhibitor in support of national Theatre Owners of America's petition for theatre TV frequencies. Many more exhibitor petitions are expected.

Yesterday, the West Virginia Motion Picture Theatre Owners filed a similar petition, the first filed by an individual TOA unit. More unit petitions will also follow.

Holman to England On UK Production

Russell Holman, Eastern production chief, for Paramount left here by plane yesterday for London reportedly to explore production possibilities in England and to line up story properties for Hollywood production by the company. Holman expects to be gone two to three weeks and probably will also visit Paris.

Close for Armistice Day

Most film company offices in New York will be closed today to observe Armistice Day.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD · DONNA REED
in "Chicago Deadline"
June HAVOC · with Irene HERVEY
Arthur KENNEDY
in Person
JO STAFFORD
JACKIE GREEN
PEIRO BROTHERS
Extra
PAUL WESTON
And His Orchestra
PARAMOUNT TIMES SQUARE
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Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

June HAVER - Mark STEVENS
S. Z. "Cuddles" SAKALL
"OH YOU BEAUTIFUL DOLL"
20th Century-Fox Picture
Color by TECHNICOLOR.
And on the Stage:
TONY MARTIN - Salici Puppets
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US Internat'l Film Festival Considered

Washington, Nov. 10.—The National Capital Sesquicentennial Commission will give "serious consideration" to suggestions that an international film festival be held here next year in connection with the celebration of Washington's 150th year as the nation's capital, according to Carter T. Barron, Loew's Eastern division manager and executive vice-chairman of the Sesquicentennial Commission.

'Foxes' Tops Records In Egyptian Theatres

Grosses establishing all-time records in this city are claimed for 20th Century-Fox's "Prince of Foxes" at the Cairo, Egypt, Palace, Metropole and Royal theatres. This is the first time that a 20th-Fox film has opened simultaneously in three houses there.

The picture is said to have doubled the figures of the company's former record grossers, "Forever Amber" and "Captain from Castile." Word from Alexandria advises that "Prince of Foxes," opening at the Rio Theatre, grossed higher than any film ever to play that house.

New England Exhibitors Hear Talk on 'Prince' Ads

R. W. Arnoldy, trade extension division manager for *American Weekly Magazine*, addressed the 20th Century-Fox luncheon-meeting of leading New England exhibitors at the Ritz Carlton today on the national advertising campaign of 20th-Fox's on "Prince of Foxes." He outlined the tremendous coverage which 20th-Fox is giving the film. The campaign is focused on Christmas holiday playing time. E. X. Callahan, New England district manager, and James M. Connolly, Boston manager, were hosts.

Review

"Deadly Is the Female"

(King Brothers—UA)

A HIGH-VOLTAGE exposition of the old adage that crime does not pay is given in "Deadly Is the Female." In its classification as a nerve-tingling melodrama, the picture is superb, for it sets a relentless pace and is continuously absorbing. On a higher critical level the film falls short, for it fails to explore motives or give adequate explanations for the conduct of the principals. Evaluated commercially, the picture, with its measured action and excitement, looks like a strong item.

The deadly female of the picture's title is Peggy Cummins, a crack carnival pistol shot. John Dall, also an excellent marksman since early boyhood, meets her at a sharp-shooting exhibition and both fall in love. It is demonstrated that there is a wide difference in outlook and personality between the two, for she is hard, scheming and ambitious, while he is plain, straightforward, with strong principles against killing any living thing.

The pair marry, and in time Miss Cummins asserts her desire for material things that are beyond the means of an ordinary job. At the risk of losing his wife, Dall consents to some burglaries which eventually get bigger and bolder.

The screenplay, by MacKinlay Kantor and Millard Kaufman, fashioned from an original by the former, shows Dall in the bondage of his wife's deadly desires. Robbery follows robbery and finally Miss Cummins kills some people. From here on the picture is a matter of flight and chase until the law finally closes in on the pair. Joseph H. Lewis's fine direction gives sharp focus to the dilemma of the pair to the bitter end in which Miss Cummins is killed by Dall and he in turn is killed by the fire of the law.

Others in this adult-audience drama, produced by Frank and Maurice King, are Barry Kroeger, Morris Carnovsky and Annabel Shaw.

Running time, 87 minutes. Adult audience classification. For January release.

MANDEL HERBSTMAN

20th-Fox, Skouras Circuit in 'Doll' Drive

Twentieth Century-Fox has tied in with the New York *Journal-American*, Skouras Theatres and R. H. Macy & Co. in a plan to collect dolls for New York's needy children and, incidentally, to promote 20th-Fox's "Oh, You Beautiful Doll."

Announced in yesterday's *Journal-American*, the contest asks children to bring their dolls to Macy's, the Roxy Theatre and 66 Skouras theatres. First 5,000 children to donate their dolls will receive passes to special showings of the film at the Roxy, while the former owners of the dolls chosen as the "most beautiful" will win prizes given by Macy's.

Three UK Producers May Move to Canada

TORONTO, Nov. 10.—James Cowan, public relations director of the J. Arthur Rank Organization of Canada, states here that because of high taxation, three film producers of England are exploring the possibility of moving their studios and personnel to Canada.

Several estates in the Toronto suburban area already have been inspected for sites and a number of abandoned war plants are also being considered. The preference was for a large residential property in the open country because of the success which had been attained in the conversion of the Grant Morden estate in England to the Pinewood Studios.

MPAA, SIMPP

(Continued from page 1)

with MPAA president Eric Johnston and executive assistant Joyce O'Hara. Arnall said, "We canvassed pretty nearly everything abroad, but there were no conclusions." MPAA spokesmen made a similar report.

Arnall pointed out that both he and Johnston have been in Europe recently and that it was natural for them to get together and swap notes. Neither Arnall nor Johnston would say whether the Sir Alexander King proposal for a broader Anglo-American film consultative group was taken up at the meeting.

The SIMPP official said he did not plan to go to the Justice Department while here, since "our complaint is in the mill and there's not much more we can do at this time."

Arnall was scheduled to leave late today or tomorrow for Atlanta.

Italy Bans 'Manon'

Vog Film's "Manon," a prize winner at this year's Venice Film Festival, has been banned in Italy, it was learned here yesterday. The Italian Motion Picture Commission said the French-made picture was banned because of "its pessimistic representation of contemporary man as a hopeless victim of his own corruption."

Export Act Repeal Urged

WASHINGTON, Nov. 10.—The House Judiciary subcommittee investigating monopoly today heard two witnesses urge repeal or modification of the Webb-Pomerene Act, under which the Motion Picture Export Association operates.

Dr. Fritz Machlup, economics professor at Johns Hopkins, said export arrangements among producers enhance monopolistic tendencies in the home market, and that export associations are used chiefly for the benefit of larger firms. He claimed it would be too hard to amend the law and that therefore it should be repealed. Dr. Myron W. Watkins, of the 20th Century Fund, urged Congress to change the law to prescribe rigid standards as to what export associations can do.

'Battleground' Makes Debut Here, Overseas

Following the international world premiere last night of M-G-M's "Battleground" at the Astor on Broadway here, and at the General Patton and Ardennes Theatres at Bastogne, Belgium, the picture today will have its first public showing at the Astor, and at the Forum Theatre, Liege, and Metro, Antwerp, in Belgium. "Battleground" is also slated to have its coast premiere at the State, Los Angeles, Nov. 30.

Last night, on the Astor stage, Dore Schary, M-G-M production vice-president, was presented with an Army "Certificate of Merit" for "outstanding service to the Army," by Major General Anthony C. McAuliffe, who commanded the defense of Bastogne in Dec., 1944.

Among those invited to attend last night's Astor premiere were: Nicholas M. Schenck, Louis B. Mayer, William F. Rodgers, Howard Dietz, Howard Strickling, Charles C. Moskowitz, Leopold Friedman, Morton Spring, Benjamin Fielding, Robert Pirosh, Marlene Dietrich, Sidney Sheldon, Harry Brandt, Katharine Hepburn, Garson Kanin, Ruth Gordon, Cary Grant, Leonard Lyons, Gardner Cowles, Samuel Grafton, Lt. Col. Kinnard, Master Sergeant Frank J. Marchesa, Corp. Shelby Charles, Jr., and members of the 101st Airborne Division, in whose honor the premiere was held.

Park-in Decision

(Continued from page 1)

patent invalid. Park-in Theatres, which now holds the patent, asked the Supreme Court yesterday to reconsider its action, declaring that many industry lawyers were misrepresenting the court's action and saying that royalties need no longer be paid to Park-in. It is true, Myers said, that when the Supreme Court refuses to review a lower court ruling, the legal effect is to make final the lower court judgment.

"As a practical matter, however," he declared, "it would be a very bold Federal judge—even if he were in another circuit—who did not follow a Circuit Court ruling which the Supreme Court refused to disturb." Myers pointed out that it is an extremely unusual occurrence—"perhaps once or twice in my memory"—for the high court to grant a rehearing.

Fire Destroys Theatre

BOSTON, Nov. 10.—Loss estimated at $250,000 was caused by a flash fire that destroyed the Littleton, N. H., Premier Theatre building.

WB Expands Shorts for '50

Warner has set its most extensive production program in the short subject field in years, with 50 two-reel films and 30 one-reel cartoons for the next 12 months. The figure tops last year's total of 43 two-reel films and 26 cartoons by 11 subjects.

The schedule was mapped out in Coast conferences between Norman Moray, short subjects sales chief; Gordon Hollingshead, studio short subjects department head, and Edward Selzer, head of cartoons.

Eight two-reelers will be filmed in Technicolor. In this group are "Snow Carnival," narrated by Gary Cooper; "Trailing West," starring Chill Wills; "Charlie McCarthy and Mortimer Snerd in Sweden," starring Edgar Bergen; "My Country 'Tis of Thee," and "Jungle Terror."

The program will also include six "Vitaphone Novelties," six two-reel black-and-white subjects, six "Joe Doakes" films starring George O'Hanlon, eight featuring name bands, 10 "Sports Parades" and six "Sport News Novelties," plus the 30 cartoons.

Japan Guaranty

(*Continued from page* 1)

program, while the Army gets otherwise useless yen.

MPEA had originally asked for $2,180,000 for this year—$540,000 for out-of-pocket expenses and $1,666,000 for the cost of the original prints and profits. This was to cover 104 features, 52 shorts and 52 newsreels. MPEA officials here said they did not know whether any fewer films would be supplied under the contract finally awarded.

For the 1948-49 fiscal year, MPEA got a contract for only $211,000 for a much smaller program, and ran up a $414,727 deficit. As of May 7, MPEA officials told Congress, film companies had close to $500,000 blocked in Japan.

RKO Delay

(*Continued from page* 1)

parently we have to decide by Nov. 18." The deadline originally was Nov. 8, but a 10-day extension has been granted while further negotiations are carried on. Bergson would not say whether further meetings with RKO officials would be necessary.

Meanwhile, another Justice Department official admitted the Department has received the Society of Independent Motion Picture Producers' complaint against Fox West Coast Theatres and that the complaint "has been taken under advisement." He would not indicate when some official stand might be taken.

3 Appeal to Walsh

(*Continued from page* 1)

Eastern Cameramen, and No. 771, New York Motion Picture Film Editors.

Fact that the locals have been without contracts for a year or more is seen as a reflection of the extent to which the newsreels have lost revenue in recent years. The locals have asked for wage increases. Pending signing of new pacts, the mechanics, cameramen and editors have been working under the terms of the expired agreements.

Review

"The Big Wheel"

(Popkin, Stiefel, Dempsey—UA)

THE SPOTLIGHT is put on auto racing and the men who make their living at this hazardous vocation in "The Big Wheel." The film marks the first production venture of Jack Dempsey, erstwhile heavyweight champion, in association with Harry Popkin and Sam Stiefel. It is blisteringly-paced at times, and generates intermittent excitement, but frequently its melodramatics proceed along obvious and familiar lines. A highlight of the film, the grueling 500-mile race at Indianapolis Speedway, is in itself worth the admission price for many patrons, and serves as a good exploitation point for showmen.

Mickey Rooney gives his usual flamboyant characterization in the role of a youngster with racing in his blood. He starts out as a garage mechanic and gradually works his way up to racing. Soon minor success goes to his head, he swaggers in a moment of glory and then topples to a downfall following a raceway accident. There now remains his long struggle to redeem himself, which he does with flying colors in the finale.

Mary Hatcher plays the "nice girl" to whom Rooney eventually returns; Thomas Mitchell is the racing garage proprietor, and Spring Byington is Rooney's widowed mother. Love interest between the latter two and their eventual marriage have also been fitted into the story. Edward Ludwig directed from a screenplay by Robert Smith. Stiefel produced, and Popkin was executive producer.

Running time, 92 minutes. General audience classification. Release date, Nov. 10. M. H.

Ia.-Neb. Allied Sets Nov. 15, 16 Meetings

DES MOINES, Nov. 10.—Allied ITO of Iowa-Nebraska will hold a luncheon meeting here next Tuesday at which Rep. Paul Cunningham will be guest of honor. A meeting for Nebraska members will be held the following day in Omaha with Senator Hugh Butler as honor guest. Burtus Bishop, Jr., and Ralph Maw of M-G-M, and E. W. Aaron and Sam Shain of 20th Century-Fox, will attend both meetings.

Para. 9-Month Net

(*Continued from page* 1)

the conversion of net current assets of consolidated Canadian subsidiaries, also after all other charges including estimated provision for taxes on income. This amount includes $65,000 representing Paramount's interest as a stockholder in partially owned subsidiaries and approximately $349,000 of special income.

Earnings for the quarter ended Oct. 2, 1948, were estimated at $6,445,000, including $1,417,000 of undistributed earnings of partially owned subsidiaries and $600,000 of non-recurring income.

The $5,824,000 of estimated earnings for the 1949 third quarter represent 90 cents per share on 6,498,257 shares in the hands of the public on Oct. 1, which compares with 94 cents per share for the quarter ended Oct. 2, 1948. Computed on the same basis the $19,299,000 of estimated earnings for the nine months of 1949 represent $2.97 per share, which compares with $2.93 per share for the nine months of 1948.

The special income in 1949 arises principally from the dividing of theatre properties and assets of certain joint interests as required by the Paramount consent decree and represents the excess of values of the theatres acquired which are now wholly owned, plus cash and notes received, over the amounts at which the investments were carried, after deducting capital gains taxes and undistributed earnings previously reported.

The regular quarterly dividend of $.50 per share on the common stock, payable December 21, 1949, to stockholders of record as of December 1, 1949, was declared yesterday.

ASCAP Decree Talks Still in Progress

Justice Department officials met yesterday with ASCAP attorneys Patterson and Finkelstein on the proposed revision of the ASCAP consent decree, it was learned here. It is understood progress was made though no final agreement has been reached yet.

Para. Sets 5 More

(*Continued from page* 1)

starring Claudette Colbert, Paulette Goddard and Veronica Lake, and "Wake Island," starring Brian Donlevy and Macdonald Carey.

The addition of these five to the 1950 schedule brings the total of pictures set for release during the new year to date to eight. Previously announced were Wallis' "Thelma Jordon," in January, and "Captain China" and "Dear Wife," February.

5-Year Deal

(*Continued from page* 1)

ert Clark will implement the deal, which becomes effective immediately. Norton V. Ritchey, Monogram International head who negotiated the contract in London, will leave here for New York tomorrow.

Goldwyn in Move to Keep Studio Running

Hollywood, Nov. 10.—Samuel Goldwyn today applied to Superior Court for the appointment of a "receiver with power to lease" for the Goldwyn studio property pending the outcome of an appeal taken Oct. 1 by Mary Pickford, co-owner of the property, from an earlier court decision ordering the property sold. Goldwyn said the application was made solely to guarantee continued operation of the studio pending the outcome of litigation.

Skouras Sues RKO

(*Continued from page* 1)

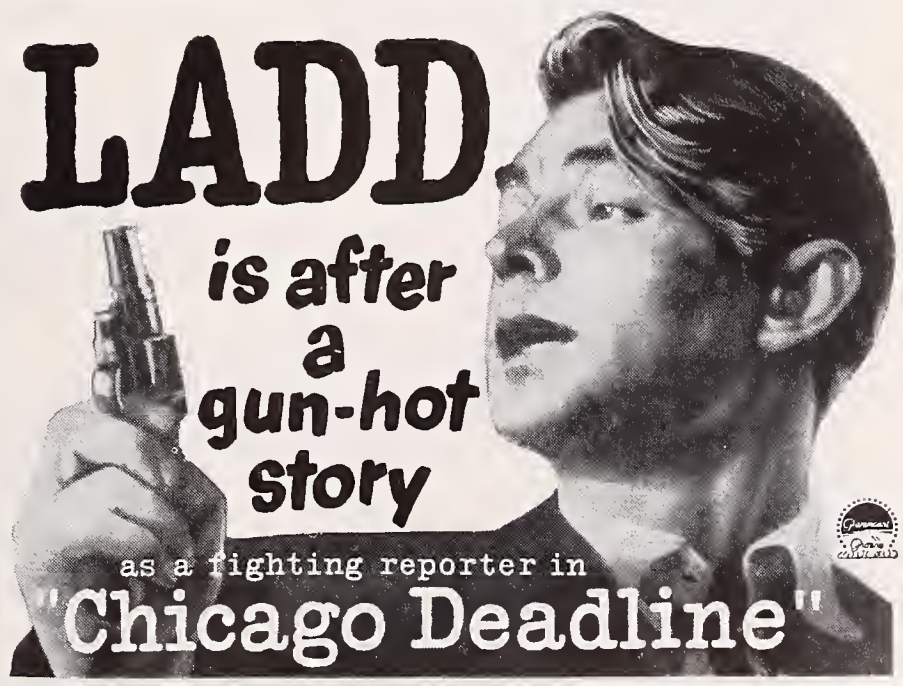
strain the defendants from disposing of any interest in the properties to anyone other than the plaintiffs, and from taking any steps toward dissolution of any corporation through which plaintiffs and defendants own jointly any interest in theatres.

The complaint states that it was the general purpose of the consent decree to require the defendants to dispose of their interest in all theatres jointly owned except in certain instances and within the limitations set forth in the decree. The purpose of the consent judgment, the complaint alleges, was that the defendants should not be entitled to acquire the interests of joint holders when such acquisition would tend to continue a monopoly in first-run in a particular locality.

If RKO should buy out the plaintiffs' interests in the properties cited, it would tend to create a monopoly, according to the complaint. Plaintiffs state that it is their intention to buy out RKO's interest in the properties.

Complaint asks that defendants be compelled to transfer the interests in the properties to plaintiffs, subject only to such reimbursement for credit in such an amount as may be determined by the court against damages inflicted upon the plaintiffs by RKO.

Asked yesterday for comment on the anti-trust action filed by Skouras Theatres and Metropolitan Playhouses, RKO Theatres president Malcolm Kingsberg said he had not seen the complaint.



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VOL. 66. NO. 93 NEW YORK, U. S. A., MONDAY, NOVEMBER 14, 1949 TEN CENTS

RKO Films to RKO Circuit Despite Edict

Theatres Get Product 'On Merits': Kingsberg

Relationship between RKO Radio, the distributor, and RKO Theatres has continued unaffected although the two were to "separate" so far as film licensing is concerned as of Nov. 8, Malcolm Kingsberg, head of the circuit, said at the weekend.

While reorganization of RKO under the decree is not due until May 8 since the Department of Justice agreed to a postponement, the effective date of the film licensing provision of the agreement remained at Nov. 8.

While RKO product is being sold picture-by-picture and theatre-by-theatre even to its own circuit subsidiary in compliance with the corporation's consent decree in the industry anti-trust action, Kingsberg said that the RKO houses, on their own competitive

(*Continued on page 3*)

ATOI's 23rd Meet To Open Tomorrow

INDIANAPOLIS, Nov. 13.—A record number of exhibitors, distribution executives and representatives of theatre equipment manufacturers and concessionaires have already registered to attend the 23rd annual convention of Associated Theatre Owners of Indiana, which will open at the Hotel Lincoln here on Tuesday and will run through Wednesday.

Election of officers and directors will highlight the sessions, which will feature open floor discussions of the many pertinent problems of exhibitors. The industry's public relations pro-

(*Continued on page 2*)

Korda Profits Only $630,000 Since '45

London, Nov. 13.—Sir Alexander Korda on Friday joined in the British film production industry request for government relief from the entertainment tax and aid in recovering blocked income abroad. Korda said he had made profits of only $630,000 since 1945. Korda's private company is not required to issue public accounts.

Ascap, U. S. Still Far Apart on Decree Terms

Conference to Meet At the Shoreham

The next full-dress meeting of the Conference Committee of the Motion Picture Industry, already set for Dec. 12-13, will be held at the Hotel Shoreham in Washington, Ned E. Depinet, committee chairman, disclosed at the weekend.

On hand to further the industry's public relations program will be members of all committees and their alternates.

Although the likelihood is still strong that a consent decree will be reached in the Ascap case, the fact remains that negotiations which were begun about nine months ago have yet to reach the point where the terms of the settlement are actually taking shape. "And there is nothing imminent" about a final agreement, according to sources familiar with the Ascap-Department of Justice meetings.

It was said that the Justice Department is insisting on every possible assurance that the formula which Ascap has in mind for collecting music royalties from film producers could not be construed as rate-fixing and this consideration alone has resulted in repeated delays in the negotiations.

There have been proposals by Ascap and counter-proposals by the Department but reportedly new problems have arisen at numerous meetings.

Among these have been the apparent

(*Continued on page 3*)

Dembow Heads 1949 Federation Drive

George F. Dembow, sales vice-president of National Screen Service, has been selected by industry leaders to head the amusement and allied industries division of the Federation of Jewish Philanthropies of New York 1949 drive for funds.

George F. Dembow

Under Dembow's chairmanship, in addition to the motion picture industry, there will be represented the legitimate theatre, artists, agents, music, entertainment, vendors and concessionaires.

"Plans for the drive are expected to be more intensive than ever before, because of the Federation's need for augmenting its building fund to relieve

(*Continued on page 2*)

SPG and Companies To Arbitrate Wages

Company-by-company wage arbitration will start this week with the majors by the Screen Publicists Guild.

Provisions of the new two-year contract signed last month provide for the arbitration of inequities in wages and job classifications. SPG maintains that many inequities exist. Should no agreement be reached on these cases through company and union discussions, they will be submitted to the American Arbitration Association for adjustment.

Industry in Capital To Discuss Problems

WASHINGTON, Nov. 13.—All distribution district and branch managers in this area have been invited to a luncheon-meeting tomorrow to discuss local problems with members of the Motion Picture Theatre Owners of the District of Columbia, it was disclosed by A. Julian Brylawski, president of that organization.

Among the many problems on the agenda are clearances, prints, trailer and poster services, etc. Brylawski says the idea is to try and attack some of the "hastier problems" on a local basis, rather than national, and that he believes this is "constructive public relations."

Capital Exhibitors, Operators Squabble

WASHINGTON, Nov. 13.—Theatre owners in the Capital District are in the middle of negotiations with projectionists who, in effect, originally requested the equivalent of an increase in wages totaling up to 35 per cent, and which now stands at about seven per cent.

So far this year, the exhibitors have negotiated with stagehands, front-of-house employes, and operators in Maryland and Virginia. None of those groups got an increase.

Washington operators originally made 10 demands, ranging from overtime for holidays to more vacation

(*Continued on page 3*)

Coast Owners Charge 'Leaks' On Some Bids

Indict Some Exchange Aides with Theatres

LOS ANGELES, Nov. 13.—Charging that stock ownership in certain theatres by some persons holding key positions in some Los Angeles exchanges enables them to create "unfair and impossible" competition by giving them access to bids offered by the opposition before they enter bids from their own houses, the Southern California Theatre Owners Association has telegraphed protests to film company presidents in New York.

Asserting possession of "documented evidence" to support their charges, the telegram read in part:

"We hereby wish to protest the unethical practice engaged in. By a strange coincidence, it is suddenly requested that certain situations be put on a competitive bidding basis with drive-in theatres. Practice is particu-

(*Continued on page 3*)

St. Louis to Honor Skouras Tomorrow

ST. LOUIS, Nov. 13.—Spyros P. Skouras, president of 20th Century-Fox, will be honor guest and principal speaker at a dinner celebrating 100 years of St. Louis progress to be held Tuesday at the Hotel Jefferson here.

The Skouras brothers started their theatre careers here.

The dinner will be the highlight of a week-long celebration known as "St. Louis Week" honoring the 100th anniversary of local business firms and

(*Continued on page 3*)

Canadian Council to Meet About Feb. 1

Toronto, Nov. 13.—Canadian Motion Picture Industry Council chairman J. J. Fitzgibbons is proceeding with plans for a general Dominion-wide meeting on or about Feb. 1, probably in Toronto, to establish a permanent basis for action.

The Motion Picture Theatres Association of Ontario, with 327 members, already has unanimously endorsed the industry "PR" program.

UW's Blumberg Says Good Profits Made In Telefilm Reissues

First profitable reissue use of telefilms is claimed by Lewis Blumberg, United World television sales chief, who said that a series of 10 "Football Extras" programs, made and distributed by U-W last year for Lucky Strikes' sponsorship, is making the TV station rounds again now under new sponsorship. In its pact with Lucky Strikes, U-W withheld rights to the films after the initial telecasts.

Half of the stations which televised the films last year are now re-showing them and "this record indicates the highly promising profits potential for film producers and distributors specializing in the television field," Blumberg stated.

Set 196 Openings For 2 Para. Films

Pre-release engagements in some 196 key cities have already been set for Paramount's "Holiday Inn" and "The Lady Eve," starting Christmas week.

In 90 per cent of the situations the two re-releases will play together on the same double bill. The former stars Bing Crosby and Fred Astaire, and the latter, Barbara Stanwyck and Henry Fonda.

Skiatron Shares Are Offered to Public

An offering of 275,000 shares of common stock at one dollar per share has been made by Skiatron Corp., which was formed to commercialize television patents originally held by Scophony Corp. of America, Arthur Levey, president, announced at the weekend. The offering is being made directly to the public.

'Molly X' Opens Nov. 17

In line with Universal-International's policy of world premieres backed by the personal appearances of stars, "The Story of Molly X," starring June Havoc, John Russell and Dorothy Hart will have its premiere at the RKO Palace Theatre in Cleveland, Thursday. Miss Hart, a native of Cleveland, and Russell will make personal appearances.

Sets New Tariff Talks

WASHINGTON, Nov. 13.—New tariff negotiations, to be held in Sept., 1950, with the 25 countries signing the original Geneva agreement and the 10 countries at the recent Annecy negotiations were announced by the State Department on Friday. Concessions on films may be involved.

Beller Leaves 20th-Fox

Lawrence (Larry) Beller has resigned from the 20th Century-Fox home office publicity department, where he currently has been working on "The Prince of Foxes" campaign. He said at the weekend that he will announce a new affiliation shortly.

Personal Mention

ROY O. DISNEY, president of Walt Disney Productions, is due here today from London.

•

MESSMORE KENDALL, president of the New York Capitol Theatre, and MRS. KENDALL, have left here for a 10-day vacation at their home in Palm Beach.

•

SAM SHAIN, 20th Century-Fox exhibitor relations director, was in Pittsburgh over the weekend and will arrive in Des Moines today to attend the Iowa-Nebraska Allied meeting.

•

GEORGE B. REINERT, manager of Fabian's Rialto at Allentown, Pa., for the past six years, has resigned to re-enter the employ of the Merchants National Bank of Allentown.

•

JULES LAPIDUS, Warner Brothers' Eastern and Canadian division sales manager, left here at the weekend for a tour of the Central district.

•

GEORGE SEATON, 20th Century-Fox director, has arrived here from Germany.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, is in Buffalo from New York.

•

PANDRO BERMAN, M-G-M producer, left here for London yesterday by plane.

DARRYL F. ZANUCK and MRS. ZANUCK have announced the marriage of their daughter DARRYLIN to ROBERT LIVINGSTON JACKS.

•

SAM CARVER, Independent Theatre Owners of Michigan vice-president, has announced he is resigning as manager of the Grand Theatre, Highland Park, Mich., and will go into show business at Miami, Fla.

•

GLEN VAN WEY, owner of the Sun Theatre, Gothenburg, Neb., has returned there from Rochester, Minn., where he entered the Mayo Clinic for a checkup.

•

FRANCIS HARLEY, 20th Century-Fox managing director for Europe, has arrived in New York from London.

•

DAVID A. LIPTON, Universal-International advertising-publicity director, has arrived in New York from the Coast.

•

ARTHUR HORNBLOW, M-G-M producer, and MRS. HORNBLOW are in New York from the Coast.

•

CLARENCE PHILLIPS has joined Henry Elman Enterprises in Chicago as salesman.

•

JESSE L. LASKY is in New York from Hollywood.

Milton Berle to 'MC' At Picture Pioneers

Milton Berle ("Mr. Television") will be master-of-ceremonies at the Motion Picture Pioneers' 10th anniversary dinner on Nov. 16 at the Waldorf-Astoria here.

Joining Berle in the festivities will be the show presented by Leon Leonidoff and his Radio City Music Hall Glee Club, with singer June Gardner as soloist, and comics Henny Youngman, Harvey Stone, Allan King, George Kaye and Menasha Skulnick. Lucy Monroe will sing the National Anthem.

ATOI's 23rd Meeting

(*Continued from page* 1)

gram is high on the convention agenda; it will be explained in detail by RKO president Ned Depinet, as chairman of the Industry Conference Committee.

Other speakers will include H. M. Richey, M-G-M; Sam Shain, 20th Century-Fox; Gael Sullivan, TOA, and national Allied's Abram F. Myers and William Ainsworth.

Dembow Heads Drive

(*Continued from page* 1)

overcrowded condition of its many agencies," according to Mel Gold, publicity chairman of the amusement division, who said that the Federation's needs this year are $16,500,000 for maintenance and $34,000,000 for its building fund.

Theatre in Canada Fire

OTTAWA, Nov. 13. — Damage estimated at more than $200,000 was caused in a fire at Tracadie, New Brunswick, which destroyed four buildings, including the Capital Theatre.

Newsreel Parade

THE calling off of the coal strike and Vice-president Barkley being named the "Grandfather of the Year" are current newsreel highlights. Other items include the election, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 88—Coal strike called off. Vice-president Barkley, "Grandfather of the Year." Tyrone Power comes home from Europe. Mid-air rescue. Tiny French auto. Football. Rex Mays killed in auto crash. College circus in Florida.

NEWS OF THE DAY, No. 221—Mid-air drama. Election echoes: Victors speak. Spain welcomes Franco home. Tiny French car. Week of celebration in Hawaii. Rex Mays dies in auto crash. Football.

PARAMOUNT NEWS, No. 24 — "Big Top" goes to college. Coal strike over. Top political story of 1949. Soviet Embassy reception. Football.

TELENEWS DIGEST, No. 45-B — U. S. studies election. Parachute rescue. Washington: explanation of Tito policy. Germany: battle over capital site.

UNIVERSAL NEWS, No. 299—Rescue in mid-air. Warship Amethyst returns. Vice-president Barkley, "Grandfather of the Year." Kids' auto. Football.

WARNER PATHE NEWS, No. 26 — Russian Embassy reception. Grandfathers Barkley and Churchill. John L. Lewis declares coal truce. Warship Amethyst returns. "Aloha Week" in Hawaii. New York election. Football. Kids' football.

Strand in Memphis Scores as 1st-Run

MEMPHIS, Nov. 13.—Conversion of the Strand, Memphis, as a first-run with the opening of "My Friend Irma" appeared to have marked success as the strong business registered on opening day continued over the weekend. Jack Katz is manager and Alex Thompson is assistant manager of the house, which was taken over by Paramount when the partnership with M. A. Lightman was dissolved.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Coast Production Continues Upward

HOLLYWOOD, Nov. 13.—The production index continues its upward swing with a gain of six pictures, to a total of 36 in work. Nine were started, and three completed.

Started were: "Fortunes of Captain Blood" and "Mule Train," Columbia; "Blaze of Glory," Eagle-Lion; "It's a Small World," Independent; "Crooked River," Lippert; "The Skipper Surprised His Wife," M-G-M; "The Furies," Paramount; "Federal Agent at Large," Republic; "Iron Cage," United Artists. Completed were: "Radar Patrol," Lippert; "Joe Palooka in Honeymoon for Five," Monogram; "Tarnished," Republic.

Italian Officialdom At 'Foxes' Rome Bow

Making its bow in the capital of the country in which it was filmed, "Prince of Foxes" was witnessed by an audience of Italian dignitaries and members of the Diplomatic Corps at its pre-premiere showing at the Capranica Cinema, in Rome, it was reported over the weekend by Murray Silverstone, president of 20th Century-Fox International.

On hand were Mrs. De Gasperi, wife of the Italian prime minister, the governor and mayor of Rome, and other government officials. Leading the American contingent were Mrs. James Dunn, representing the American Ambassador, and countless senators and congressmen, plus foreign diplomatic representatives.

RKO Films

(*Continued from page* 1)

merits, qualify for the films on the same run as before.

"For the same reason that we license Paramount, Warner, Columbia and Universal product," Kingsberg said, "we also obtain RKO pictures." Because of the market advantages which the RKO theatres possess they are entitled to the same availabilities, he explained.

Kingsberg said that for the past 10 years RKO Radio films have made up only about 35 per cent of the films which played the circuit.

RMA Meet to Hear Report on Hearings

WASHINGTON, Nov. 13.—A report on the current color television hearings before the Federal Communications Commission will highlight the Radio Manufacturers Association's fall conference, to open today and run through Wednesday at the Roosevelt Hotel, New York.

President R. C. Cosgrove, principal RMA witness at the FCC hearings, will report to the directors on Wednesday with the association's television committee, headed by Max F. Balcom, meeting tomorrow. Other television topics to be discussed are advertising and service facilities.

Ascap Decree

(*Continued from page* 1)

efforts of some of Ascap's own members to secure equitable division of the royalties which the Society collects in their behalf. Some writer members appear bent on a revamping of the Society's classification system and are known to have discussed this with Department attorneys in Washington.

Ascap still has an appeal pending from the decision by the U. S. District Court in New York which enjoined it from collecting music performance fees from theatres. That this has yet to be pressed makes it clear that the Society is still hopeful of a favorable settlement. Washington talks continued last week with attorneys Robert P. Patterson and Herman Finkelstein representing Ascap. It is expected the Society will submit a new proposed settlement within the next two weeks.

Coast Bids

(*Continued from page* 1)

larly unfair when it is taken into consideration that these men hold positions of confidence and are able at all times to have confidential information. Our association wishes to go on record with you in condemning this unfair condition and ask that we hear from you as to your stand and your company's stand in the matter."

Acquire 'Runyon Story'

HOLLYWOOD, Nov. 13.—Benedict Bogeaus and Pat O'Brien have acquired scren rights to "The Damon Runyon Story" as an O'Brien vehicle.

Legion Reviews 10; Classifies One 'C'

Ten additional films have been reviewed by the National Legion of Decency, with one, Superfilm's "Germany, Year Zero," receiving a "C" rating. In Class A-1 are RKO Radio's "Arctic Fury," and Universal-International's "Free for All." Rated A-II are U-I's "Tight Little Island," Columbia's "Prison Warden" and Film Classic's "Project X."

In Class "B" are Warners' "Farewell to Arms," Lux Film's "Flight Into France," Columbia's "The Reckless Moment," and Monogram's "Silent Dust."

Capital Exhibitors

(*Continued from page* 1)

time. If all 10 had been granted, the increase would have ranged from 23 to 35 per cent. The exhibitors made four counter demands. Three bargaining sessions have been held and the operators are now down to three demands, which if granted would probably amount to an average increase of about seven per cent. The theatre owners are still sticking to two counter demands. Another bargaining session is set for Wednesday, and is expected to produce an agreement on terms generally favorable to the owners. The three demands which the union still insists on call for preparatory and inspection time, a boost in the minimum wage to $1.50 an hour (some small theatres still pay as low as $1.01 an hour) and time-and-a-half for holidays.

Exhibitors demand elimination of a third man in booths in neighborhood theatres open both matinee and night.

MGM Frankfurt Unit Operating; Loew Says It's 'Best'

M-G-M's new head office in Frankfurt, Germany, is already in operation and probably has the best physical facilities in Europe, Arthur M. Loew, president of Loew's International, discloses. He recently returned from a three-week tour abroad.

Loew reported that in Sweden he was impressed with the harmony that exists between exhibitors and distributors. He observed that exhibitors there realize that their problems cannot be separated from those of the distributors.

In England Loew declared that production has declined sharply as a consequence of oppressive legislation in an ill-advised effort to bolster native production at the expense of competition based on merit.

In France, production also is down sharply, Loew pointed out.

Honor Skouras

(*Continued from page* 1)

institutions. It is being held under the auspices of the Century Club of the Chamber of Commerce.

Earlier Tuesday Skouras will be honor guest at a luncheon with the board of directors of the Chamber and other prominent citizens. In the afternoon he will visit Kiel Auditorium to see the "St. Louis Week" exhibition. Preceding the dinner, a reception will be given for Skouras by the mayor and other dignitaries.

Don't call me names...
please wait until
you know
the truth about
"My Foolish Heart"
Eloise

EXHIBITOR PRODUCED PICTURES

Lippert PRODUCTIONS INC.

PRACTICAL PROFITABLE PROGRESSIVE

Filmed in savage fury...against new, exciting, natural backgrounds

"...with a cast of HUNDREDS!

"Apache Chief"

ALAN CURTIS • RUSSELL HAYDEN
CAROL THURSTON TOM NEAL
with FUZZY KNIGHT

Prod. by LEONARD S. PICKER • Dir. by FRANK McDONALD

A Great Outdoor Adventure!
Spectacular Forest Fires! Wondrous Animals!

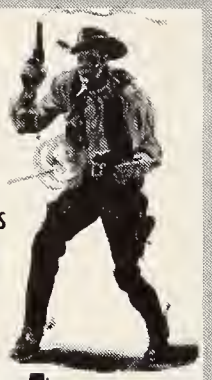
"CALL of the FOREST"

starring
ROBERT LOWERY
Ken Curtis • Charlie Hughes Chief Thundercloud
Martha Sherrill • Tom Hanly

Produced by EDWARD FINNEY • Directed by JOHN F. LINK

NOW HEADING THE 1950 SEASON HARVEST *FOR EXHIBITOR PROFITS!*

TOUGH! TERRIFIC! Trigger Thrills!



CHARLES HECKELMANN'S BEST SELLING WESTERN NOVEL COMES TO LIFE ON THE SCREEN!

Deputy Marshal

starring JON HALL
FRANCES LANGFORD
DICK FORAN
with
JULIE BISHOP • JOE SAWYER
RUSSELL HAYDEN
CLEM BEVANS
VINCE BARNETT

Produced by WILLIAM STEPHENS
Directed by WILLIAM BERKE

Filmed with the Garutso Balanced Lens for 3-Dimensional Effect!

The West's most notorious gang... leaping to life in a daring, rugged action hit!

"THE Dalton Gang"

starring
DON BARRY • ROBERT LOWERY
JAMES MILLICAN
with
Betty Adams • J. Farrel MacDonald
Byron Foulger • Greg McClure • George Lewis

Produced by RON ORMOND • Directed by FORD BEEBE

A fast-moving...suspenseful jewel mystery...set against the colorful background of today's San Francisco!

Treasure of Monte Cristo

Starring
GLENN LANGAN • ADELE JERGENS
STEVE BRODIE
with ROBERT JORDAN
MICHAEL WHALEN

Produced by LEONARD S. PICKER
Directed by WILLIAM BERKE

Blazing Action-Excitement on the Bullet-Scarred Sands of the...

Red Desert

starring DON BARRY
TOM NEAL • JACK HOLT
with MARGIA DEAN • BYRON FOULGER
JOSEPH CREHAN • HOLLY BANE

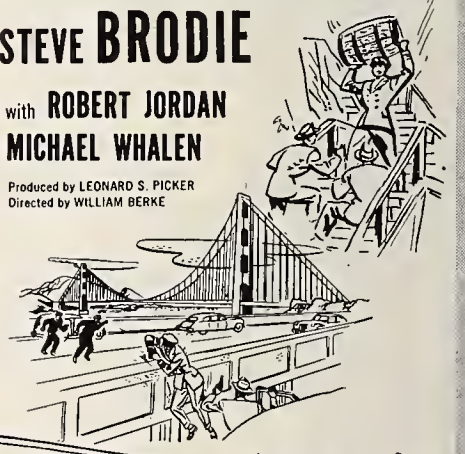
Produced by RON ORMOND • Directed by FORD BEEBE

An action packed newspaper expose of modern cattle rustling!

"TOUGH ASSIGNMENT"

starring
DON BARRY
Marjorie STEELE • Steve BRODIE
Marc Lawrence • Iris Adrian • Ben Welden
Sid Melton • Michael Whalen
Dewey Robinson • Fred Kohler, Jr.

Produced by CARL K. HITTLEMAN
Directed by WILLIAM BEAUDINE



SAMUEL FULLER'S *Watch for*
"Baron of Arizona"
Starring VINCENT PRICE
To be produced by CARL K. HITTLEMAN

The All-American Musical Comedy that will have all America Swingin' their partners!

"SQUARE DANCE JUBILEE"

DON BARRY • MARY BETH HUGHES • WALLY VERNON • SPADE COOLEY (KING OF WESTERN SWING) and His Band
JOHN ELOREDGE • THURSTON HALL • MAX TERHUNE • TOM KENNEDY • BRITT WOOD • TOM TYLER • CLAUDE CASEY
LES GOTCHER, *World Champion Square Dance Caller* • LLOYD "COWBOY" COPAS • BROOME BROS.
DANA GIBSON • SMILEY AND KITTY • THE ELDER LOVELIES • DOT REMEY

25 Hit Songs—some old—some new! Hoedown Variety Specialties from Radio, Stage and Television!

Produced by RON ORMOND • Directed by PAUL LANDRES

28 Exchanges In Key Cities To Serve You With Lippert Productions

HOME OFFICE: 255 HYDE STREET, SAN FRANCISCO 2, CALIFORNIA • FOREIGN SALES DEPARTMENT: 723 SEVENTH AVENUE, NEW YORK 19, N. Y.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 94 NEW YORK, U.S.A., TUESDAY, NOVEMBER 15, 1949 TEN CENTS

Rank Denham Studio May Close in Dec.

Hopes for U. S. Deals; Plans Move to Pinewood

By PETER BURNUP

LONDON, Nov. 14. — Indications are that unless the Rank Organization completes current negotiations with RKO Radio, or other American producing interests, the seven-staged Denham Studio will close down atfer Dec. 16 upon completion of Rank's "The Reluctant Widow," now before the cameras there.

A deal for joint production of "China Run," a Technicolor picture starring Jean Simmons, has been discussed by Rank's people with RKO Radio. No deal has been signed yet.

Walt Disney, following the police court conviction of Bobby Driscoll for violation of Britain's child labor laws, cancelled a second Driscoll picture he had planned to make at Denham. Two independent productions are in work

(*Continued on page 6*)

SAG Rejects TV Authority

HOLLYWOOD, Nov. 14.—Screen Actors Guild membership has voted overwhelming approval of the board's recommendation to reject the Eastern live-talent guilds' proposal for a "Television Authority" to administer jurisdiction in the television-film talent field, and authorized SAG executives to proceed independently with organizing that field in case a continuing offer to enter into negotiations seeking a "peaceful solution" does not bear fruit. More than 90 per cent of the SAG turnout at Hollywood Le-

(*Continued on page 3*)

Pioneers to Induct 51 New Members

The 10th anniversary dinner of the Motion Picture Pioneers, to be held at the Waldorf-Astoria here tomorrow night, will be the occasion for a mass induction of 51 new members. Cecil B. DeMille, to be feted as "Pioneer of the Year," will be the honored guest. Dress is informal.

New members will be inducted by Supreme Court Judge Ferdinand Pe-

(*Continued on page 3*)

'Little 3' Aims for A Separate Decree

Universal, Columbia and United Artists will renew their demand for a separate decree in the industry anti-trust suit in a proposed judgment to be presented to the U. S. District Court and the Department of Justice this week.

Operating no theatres, the three companies will assert their position is different than that of the major defendants. Their aim is to make the District Court's findings in the case which relate to theatre operations non-applicable to them.

UK Divorce Report Due By Nov. 26

LONDON, Nov. 14.—Sir Arnold Plant's committee investigating distribution and exhibition will make its report to the Board of Trade before the end of next week. It is authoritatively understood the report will point to J. Arthur Rank's production misfortunes in support of its recommendations that "vertically integrated combines" must be dissolved.

Divorcement of production, distribution and exhibition will be the keynote of Sir Arnold's recommendations. Its presentation will be the signal for determined endeavors in the House of Commons to compel the government to hold a full-dress debate on the status and future of the British film industry.

DeMille Puts Price After Attendance As Film Sales Aim

Cecil B. DeMille, whose "Samson and Delilah" will have its world preiere here in two Broadway theatres Christmas week, told trade press interviewers yesterday that he was more interested in having the picture seen by the maximum number of patrons than he was in the admission price charged.

Cecil B. DeMille

The Paramount producer was asked for his views on current exhibitor opposition to sales policies which result in increase admission

(*Continued on page 6*)

No Profit in 60% Pictures: Snaper

Following a two-hour membership meeting here yesterday, Allied Theatre Owners of New Jersey reported through its president, Wilbur Snaper, that it will "hold its fire" against "Jolson Sings Again" sales policies until Columbia releases the picture for exhibition in the state. Snaper voiced his own opinion, however, that no ex-

(*Continued on page 3*)

'Prince of Foxes' Campaign Tailored to Theatres' Order

A national advertising campaign, tailored to fit exhibitor specifications that it should not precede the availability of the picture by so much time that a large portion of its value has been dissipated when the picture is booked, has been set by 20th Century-Fox for its Christmas picture, "The Prince of Foxes," starring Tyrone Power.

The advertising, which will start appearing today, has been welded into a 33-day staggered schedule of full pages in 24 national and fan magazines and publications being issued up to Dec. 18.

To give the maximum number of first runs the benefit of the campaign's impact, 20th-Fox will have a record 550

(*Continued on page 6*)

Western N. Y. MPTO Affiliates with TOA

BUFFALO, Nov. 14.—Gael Sullivan, executive director of the TOA, addressed directors of the MPTO of Western New York this morning, in a special meeting in the organization's headquarters here, and as a result of his talk, it was decided that the organization would work together with the Theatre Owners of America. It also was decided that all business in which the TOA will do with theatres in this zone will be done through the present office of the MPTO in the Film Building. The executive committee of the TOA will further discuss the Buffalo situation at a meeting in New York on Wednesday.

1st Local 'PR' Meeting Held In Washington

Near 100% Attendance Reported by Brylawski

WASHINGTON, Nov. 14.—Washington exhibitors today took the first steps to set up local machinery jointly with distributor representatives to clear exhibition-distribution problems and to work together on industry public relations.

The Motion Picture Theatre Owners of the District of Columbia was host at a luncheon to branch managers and district managers of practically all distributors, and A. Julian Brylawski, head of the MPTO here, said "there was practically 100 per cent attendance on both sides."

Brylawski said the idea is to try first to clear up intra-industry problems such as complaints on bookings,

(*Continued on page 6*)

TOA Code Talks Next

Conferences between Theatre Owners of America and distributor representatives to discuss proposals for a trade practice code are expected to be sought immediately by the exhibitor organization following today's meeting here of its 21-member exhibitor-distributor relations committee.

Additionally, the committee will act on a report from the sub-committee which conferred here yesterday with Columbia sales executives on the present sales policies applying to "Jolson Sings Again." TOA general counsel

(*Continued on page 6*)

Simpp's Arnall Vows 'War' on Monopolies

Ellis Arnall, president of the Society of Independent Motion Picture Producers, yesterday followed up his monopoly complaint against Fox West Coast with a press statement pledging continued efforts to "direct attention to monopoly power wherever it exists within the industry."

He said the SIMPP-recommended investigation of the FWC would make

(*Continued on page 3*)

Personal Mention

NATE BLUMBERG, Universal-International president, has returned to New York from the Coast.

•

MORT BLUMENSTOCK, Warner advertising-publicity director, will leave here today for Washington to confer with ERIC JOHNSTON on industry public relations.

•

GRADWELL SEARS, United Artists president, has returned here from the Coast.

•

DAVID A. EPSTEIN, Hollywood publicist, will spend the Christmas holidays in New York.

•

ABRAM F. MYERS, Allied States general counsel, will leave Washington today for Indianapolis.

•

GEORGE CUKOR, M-G-M director, is here from the Coast.

Services Today for Lionel Houser, 41

HOLLYWOOD, Nov. 14.—Funeral services will be held tomorrow at the Schanel Mortuary, El Monte, for Lionel Houser, 41, writer-producer who died Saturday at the Good Samaritan Hospital following a short illness. Houser entered the industry from the newspaper field in 1935. The widow, two brothers, one of whom is Mervin Houser, a Warner publicist, and the mother survive.

Dinner for MPAA, NAB

WASHINGTON, Nov. 14.—Motion Picture Association of America president Eric Johnston and National Association of Broadcasters president Justin Miller are slated to give a dinner here tomorrow night for the boards of the two associations. The NAB board will open a three-day meeting at NAB headquarters tomorrow.

Franconi Leaves S.G.

DALLAS, Nov. 14.—John L. Franconi has resigned as executive secretary and a director of Screen Guild Productions, Inc. He recently sold his Dallas franchise for Screen Guild to Lippert Productions, Inc. of Texas and the sale included the stock and other interests of the company.

'Fallen Idol' Benefit

Royalty, society, political and theatrical notables last night attended the premiere of David O. Selznick's "The Fallen Idol" at the Sutton Theatre here for the benefit of Prescott Neighborhood House.

Ralph Bartlett, Wichita

KANSAS CITY, Nov. 14.—Ralph Bartlett, with Fox Midwest for 20 years and for the past seven years city manager at Wichita, Kan., died today on the way to his office. The widow survives.

Tradewise...

By SHERWIN KANE

LITTLE or no surprise was occasioned in executive circles here by the publication last week of J. Arthur Rank's financial report disclosing a production loss of $9,380,000 for the last fiscal year.

Of most interest to American film executives were the reasons Rank set forth in his report to stockholders for the misfortunes which have overtaken him.

They had their genesis, he avers, in the imposition by the British government of the 75 per cent *ad valorem* duty on American film imports. That was followed, it will be recalled, by the embargo on film shipments to England which this industry resorted to.

Rank says that in order to assure product for his 559 theatres after shipments of American films ceased, he was required to produce in quantity. Production resources not only were spread too thin in the endeavor, he now admits, but his government eliminated the duty without consultation with the British industry. His admittedly poorly-made product was left to compete with Hollywood's best, accumulated during the period of the embargo.

That is exactly the chain of events, and consequences, which American executives foresaw in 1947 and warned against.

The British industry, on the other hand, appeared to welcome the imposition of the 75 per cent duty on American films as a spur to British production.

There was no agitation there for its elimination, even after the American embargo had become effective.

Should Rank's government have consulted the British industry before eliminating the *ad valorem duty*? It is not clear what that might have accomplished and what Rank's reasons are for making a point of it. Does he mean that if he had been consulted he would have opposed the repeal of the duty and urged its continuance?

That would seem to be implied from his contention that subsequently he was obliged to compete with an accumulation of Hollywood's best product.

But even assuming he had been consulted and the duty was continued, or lowered to some compromise level, would his admittedly weak pictures then being produced have fared any better without Hollywood competition or with a modicum of it?

American experience has shown that they would not have. Theatre customers can not be made to buy what they don't want.

•

Rank's experiences stemming from the imposition of the 75 per cent *ad valorem* duty, disturbing as they have been to him, were no less disturbing to the American industry. All of the economy measures undertaken in all branches of the American industry in the past two years, but most especially in production, stem from the "loss" of the British market in 1947.

It is to the credit of this industry's leadership that it diagnosed the situation accurately and prescribed the correct antidotes in time to avert disaster.

Thus, many American executives question whether Rank, confronted with the same or similar problems, was at any time properly advised on any of them.

In the American industry, the kind of advice Rank sought or was given on every crucial matter is regarded as far more responsible for his past and present difficulties than any of the reasons he sets forth himself in his report to stockholders.

•

Rank also places great emphasis on the effects of Britain's extremely high entertainment tax on his operations.

There can be no question that a 40 per cent ticket tax discourages patronage and deprives theatres and, therefore, producer-distributors, of much needed income.

But the tax is paid by the patron, a patron who, under Britain's labor government, must by now be almost immune to high taxation of almost everything he buys or uses. That is demonstrated by the fact that Rank's $9,380,000 production loss was whittled to a consolidated loss of $2,090,891, largely by, it seems reasonable to assume, income from his vast theatre operations.

Rank's explanations of his difficulties may be completely valid but they do not appear to reach the source. Many American executives feel that had he been properly advised at a few critical junctures in the past two years, and had he accepted such advice, there would have been no need of explanations now.

More Seek Theatre Television Channels

Washington, Nov. 14.—Sidney Lust, Washington-Maryland exhibitor, and the Motion Picture Theatre Owners of Oklahoma today filed with the Federal Communications Commission petitions requesting the allocation of separate frequencies for theatre television.

These were the third and fourth in a series of petitions by TOA units and members to support the national TOA's request for theatre television frequencies. Last week, the West Virginia TOA unit and Walter Reade theatres filed the first petitions.

Weingarten Named A Studio Executive

HOLLYWOOD, Nov. 14.—Lawrence Weingarten, M-G-M producer for 21 years, has been signed to a new long-term contract by Metro-Goldwyn-Mayer, according to an announcement made here by studio heads Louis B. Mayer and Dore Schary. In line with plans for increased production, Mayer and Schary stated that under the terms of the new contract Weingarten will be on the studio executive staff and will work on pictures scheduled for the current program.

Advance Mary Hennessy

SAN FRANCISCO, Nov. 14.—Mary Hennessy, Fox West Coast publicist for the past four years, was today named publicity director for Loew's Warfield here, effective when Loew's resumes operation of the theatre on Dec. 1.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD · DONNA REED
in "Chicago Deadline"
with June HAVOC · Irene HERVEY · Arthur KENNEDY
in Person JO STAFFORD
JACKIE GREEN
PEIRO BROTHERS
Extra PAUL WESTON And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Technicolor To Try Again

Los Angeles, Nov. 14.—Possibility of a consent decree between the government and Technicolor was revived this afternoon when Hugh Fulton, New York attorney for Technicolor, suggested concessions in the proposal made some time ago and turned down by the government. W. C. Dixon, West Coast head of the Department of Justice's anti-trust division, told Fulton another proposal would be considered.

Question came up during the pre-trial conference in the government's anti-trust suit against Technicolor held here today before Federal Judge William C. Mathes, with counsel for both sides coming to an agreement on several points to be eliminated from the case. A number of depositions taken by Technicolor in the East during recent weeks were read into the record and various stipulations of fact were agreed to.

Exhibitors Protest Salesman's Release

Boston, Nov. 14.—Some 65 exhibitors of Maine have sent a protest to RKO executives Howard Hughes, Ned E. Depinet and Robert Mochrie against the discharge of Carl De Visia, film salesman for the company in Maine for many years.

An RKO home office spokesman said here yesterday that the petition of the Maine exhibitors protesting De Visia's discharge had been received and was "under consideration." It was said, however, that a reduction in personnel at the company's Boston exchange had been found necessary and, despite his time in the Maine sales post, De Visia is lowest in years of employment in the district.

Youngstein to Travel For 'Heiress,' 'Delilah'

Max E. Youngstein, Paramount's director of advertising-publicity, will leave New York tonight for Cincinnati to meet with Paramount branch and Keith's Theatre executives on the campaign for William Wyler's "The Heiress," scheduled to open at Keith's on Christmas day. Youngstein is also scheduled to address the Advertising Club of Cincinnati.

Harley to Return Here

F. L. Harley, vice-president of 20th Century-Fox International Corp., will return to the home office immediately after Jan. 1, it was announced here yesterday by Murray Silverstone.

Distributors in Move Against 5th & Walnut Court Appeal

Washington, Nov. 14.—Major distributors today told the U. S. Supreme Court there is no reason for it to review the Second Circuit Court of Appeals' decision in the Fifth and Walnut case.

Fifth and Walnut, Inc., has taken its anti-trust case to the high court, claiming it should have been allowed to put in evidence certain portions of the Supreme Court and District Court findings and orders in the Paramount case.

Today the majors said that the trial court and Circuit Court had been exactly right in refusing to admit the portions of the Paramount record proposed by Fifth and Walnut because the Clayton Act clearly provides that only a final judgment or final decree in a government anti-trust suit can be put in evidence in a private anti-trust suit.

As of June 25, there was no final decree or final judgment in the Paramount case, they declared, pointing out that Judge Hand was both a member of the three-judge court in the Paramount case and the Circuit Court in the Fifth and Walnut appeal, and that his feeling on the matter should have special weight.

The brief was filed for Loew's, Marcus Loew Booking Agency, Inc., RKO, Paramount, 20th-Fox, Warner, Columbia, United Artists Corp. and United Artists Theatre Circuit, Inc., by attorneys Louis D. Frohlich, Robert W. Perkins, Edward C. Raftery and John F. Caskey.

Three A Year Under French Gov't. Pact

S. A. Union Generale Cinematographique (UGC), French government corporation, and Benagoss Productions, an American firm, have entered an agreement to provide 100 per cent financing for American producers to make pictures in France at the rate of three a year. Thus the French government will directly finance films with an American company so as to provide dollar revenues from such product and to liberate the frozen currency of American companies in France.

Gerald Mayer, Motion Picture Association of America official in Paris, is said to have been a key figure in bringing the accord into effect. Benagoss was formed here last June for the purpose of financing production in Continental Europe through the provision of dollar and sterling currencies. Board chairman is Henry Rogers Benjamin.

Pioneers to Induct

(*Continued from page* 1)

cora; among them are the following: Louis A. Wildman, Lew Leary, George W. Ackerson, Jr., William J. Nallan, Barney Pitkin, S. Broidy, Charles L. Welsh, Ben H. Wallerstein, Raymond E. Smith, Sidney Sugarman, Morris Loewenstein, Nat K. Loder, Robert Levine, Fred S. Kogod, Richard M. Kennedy, Charlie Frederick Karr, Nat Hoffberg, Fernando E. Delgado, Charles Berns, Andrew Battiston, A. Lawter, Jack Anderson, John C. Brownell, John M. Flynn, James M. Brennan.

Also, Samuel Kantor, Irving Renner, David Korson, Harry J. Rice, John A. Schwalm, Benjamin A. Simon, Izidor Jutkovitz, S. Jack Solomon, Theodore J. Sullivan, Hugh Owen, Charles A. Rogers, Alfred W. Schwalberg, Nathan Vinegrad, Julius Stern, Sidney Kandel, Walter L. Morris, L. E. Goldhammer, Edward J. Horton, George Sherman, Harrison J. Martin, Stanley Sumner, Benjamin F. Shearer, Harold J. Mirisch.

Arnall Vows

(*Continued from page* 1)

a good starting point for an overall probe by the Department of Justice of illegal operations as called for by the U. S. District Court in the Paramount case.

Siegel Estate Sues Yates on Loan Deal

Republic president Herbert J. Yates yesterday was named defendant in a $180,000 action filed in U. S. District Court here by Ethel B. Siegel, administrix of the estate of the late Morris J. Siegel. Allegation is that the sum is owed the estate under an agreement signed in 1943, whereby Siegel allegedly was credited with having a 20 per cent interest in a loan made to Setay, Inc. Only $20,000 of the sum due Siegel or his estate has been paid, the complaint alleges, and contends Setay has paid back the loan in full to Yates and others involved, including Ben and Harry Goetz.

Examination before trial has been set for Dec. 12 in the office of Isador J. Kresel, with Yates, W. J. German, the Goetz's, H. C. Ellis and representatives of the Brulatour estate scheduled to appear.

No Profit in

(*Continued from page* 1)

hibitor can pay 60 per cent rental and make a profit. Sixty per cent, Snaper said, is the percentage Columbia is said to be asking for the picture at present.

Yesterday's Jersey Allied membership and board meetings discussed drive-in competition, public relations, "misallocation" of percentage pictures, plans for next September's annual convention, as well as the "Jolson" sales policy situation.

The Jersey Allied president challenged the statement credited to actor Humphrey Bogart in news dispatches reaching here last week from the Coast that he (Bogart) owed his public nothing but a good performance. "He owes his public much more than a good performance," Snaper declared, "just as I owe my theatre patrons more than a good picture. I owe them courtesy, a comfortable theatre and any number of other things."

Cheyfitz Reports on FCC At MPAA Meet

Report on the Federal Communications Commission's investigations of color television was made at a meeting of the Motion Picture Association of America's "TV" committee by Edward Cheyfitz, secretary of the group, here yesterday. Objectives of the research sub-committee were outlined by Paul Raibourn, chairman.

WB Note Instalment Paid a Year Ahead

With payment of $1,591,000 one year ahead of the due date, Warner Brothers has reduced its outstanding debt on promissory notes from $12,728,000 to $11,137,000.

The $1,591,000 instalment, due Nov. 1, 1950, was paid on Oct. 28 of this year.

2nd Video Newsreel For United Artists

Plans for the immediate production of a new television film newsreel, "Women in the News," with Adelaide Hawley as editor-commentator, have been set by All-American News and United Artists Television, the distributing organization, it was announced by John Mitchell, UA television director.

The projected 15-minute women's newsreel has been in preparation for many months. The decision to place the program in immediate production was made as a result of the response to the producer's initial TV film newsreel release, "Top Views in Sports."

Twenty-four stations are currently running "Top Views in Sports."

Rejects TV Authority

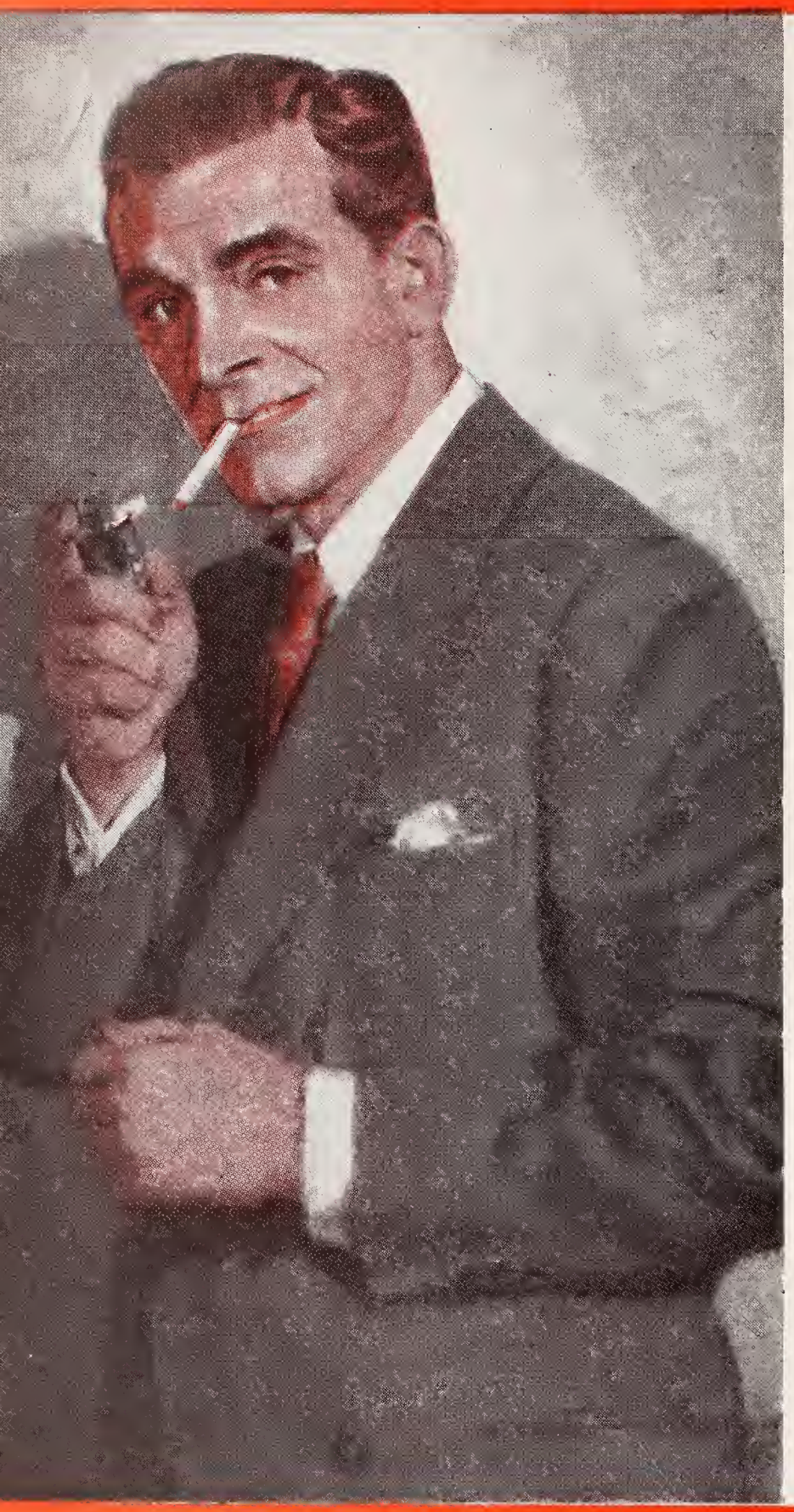
(*Continued from page* 1)

gion Stadium, numbering 1,500, voted "aye."

Eastern guilds are scheduled to vote on the matter Wednesday in New York. Kenneth Thomson and Pat Somerset will represent the SAG at that meeting.

Announcements of the annual election results showed Reagan re-elected president, as were Paul Harvey, third vice-president, and George Chandler, treasurer. William Holden was elected first vice-president, George Murphy, second, and Walter Pidgeon, recording secretary.

"SAMUEL GOLDWYN



"Ticket buyers (sneak preview) . . practically fell in love with it and made their regard known by laughter a generous use of handkerchiefs and an attention which appeared to be undivided." *Motion Picture Daily*

"The same artistry and craftsmanship which made 'The Best Years of Our Lives' one of the decade's outstanding hits." *Boxoffice*

"Poignant, affecting romantic drama.. with tenderness, intense feeling and much understanding. Easily Miss Hayward's best showing of the year." *Film Daily*

DANA ANDREWS

IN MY FOOLISH

with KENT SMITH • LOIS WHEELER • JESSIE ROYCE LANDIS • ROBERT KEITH • GIGI PERREAU

Screen play by JULIUS J. EPSTEIN and PHILIP G. EPSTEIN

HAS ANOTHER HIT

"eft and sure in wringing the utmost
om a sound story by winning per-
rmances and socko direction, it can't
iss popular reception." *Variety*

Goldwyn brings to life on the screen
triumphantly tasteful production
nd casting finesse to delight the lover
fine acting. The assignment makes
ree hits in a year for director Mark
obson." *The Hollywood Reporter*

A natural for the feminine contingent
ith plenty of reason why the men
lso should find it worthwhile enter-
inment." *Motion Picture Herald*

SUSAN HAYWARD

HEART'" – says HEDDA HOPPER

ased on a story in The New Yorker by J. D. SALINGER • Director of Photography LEE GARMES, A.S.C.

rected by MARK ROBSON • Distributed by RKO Radio Pictures, Inc.

DeMille

(*Continued from page* 1)

scales for pictures of the stature of "Samson and Delilah."

"I would rather have 80,000,000 people see it at one price than 20,000,000 at another price," DeMille said. "'Samson and Delilah' is a picture which appeals to all ages, from seven to 107. I think the policy that gets as many people to see it as possible is the best."

DeMille added, however, that he believes the maximum revenue must come from the domestic market in view of existing economic conditions around the world. Otherwise, costly productions could no longer be made.

He said he regards economy measures in production as a necessity, rather than a pressure or a burden. "Samson and Delilah," he said, was made for $1,000,000 less than his previous production, "Unconquered," which cost $4,200,000. Economies are made, he said, by eliminating needless production time, labor and materials, "not by discharging three secretaries."

"Nowadays we cut on the script, not the film," DeMille said. "Less than 200 feet of 'Samson and Delilah' ended up on the cutting room floor. Economy can be intelligently applied."

DeMille said his "formula" for producing a picture is to prepare a script in accordance with the length he wants his completed film to be, allowing one foot of film for each word of dialogue.

"Peculiarly," he said, "it has always worked out right for me."

DeMille's next will be "The Greatest Show on Earth," the story of the Ringling Bros.-Barnum & Bailey circus. It will be made in Technicolor at a budget of "around $3,000,000 or a little over."

Rank's Studio

(*Continued from page* 1)

there now but they will be completed before the end of the month.

Arrangements already have been made for the transfer of Rank's production headquarters staff from Denham to Pinewood.

Six of the pictures which Rank promised would be made by next June will go before the cameras at Pinewood. Two, "Waterfront" and "Tony Draws a Horse," are independent productions. The others are "Prelude to Fame," "Trio," "Precious Bane" and "Clouded Yellow."

"Trio" is a Sydney Box production based on a group of Somerset Maugham stories, in the pattern of "Quartet." "Clouded Yellow" will be another starring vehicle for Jean Simmons.

By the end of this year Rank's studios will have made 20 first features, compared with 32 last year.

IN THE "EAST"... IT'S

- Negative Developing
- 8-16-35 MM Printing
- Special Video Service
- First Print Dep't.
- Kodachrome Printing
- Cutting Facilities
- Title Department

MOVIELAB FILM LABORATORIES inc.

619 WEST 54 ST., N.Y. 19

Tel: JUdson 6-0360

'Foxes' Campaign

(*Continued from page* 1)

prints of "Prince of Foxes" in its exchanges for holiday dates.

Aggregate circulation of the 24 publications in which the campaign will be concentrated is 300,000,000, demonstrating that the picture and its most saleable angles will be before the average reader at least 10 times during the concentrated period prior to its opening.

Publications have been chosen by Charles Einfeld, 20th Century-Fox vice-president in charge of advertising-publicity, and his staff for their known acceptance in the American home, whether it be in the largest cities or the smallest villages. In addition, the advertising has been tailored to the preferences and characteristics of each publication's readership. In other words, there will be no repetition in all media of a single, standard ad but, rather, individually prepared ads designed to make the most effective appeal to the varied readership of the publication's used, on the basis of age, sex, tastes, etc. Different elements of the picture will be keyed to these specialized appeals.

The intense penetration of the advertising, 20th-Fox officials feel, will result in a campaign that is as effective on the local level as on the national level. The over-all aim is to put the picture before every theatre-goer so appealingly and so inescapably that its title will be a familiar name to box-office customers in every corner of the land when it goes up on the maximum number of marquees at holiday time.

The campaign is designed to be in itself as much a part of point-of-sale advertising as is the local ad or exploitation stunt of the individual theatre, wherever it may be located.

In addition, publishers of the magazines will give valuable local sales help, through lealers and distributors, on playdate tie-ins and other exploitation aids.

TOA Code Talks Next

(*Continued from page* 1)

Herman M. Levy has held the policies to be "violations of the law."

The full committee will vote today on a blueprint for the setting up of a trade practice code by exhibition and distribution, it is reported. However, it is said that great care will be given today at the meeting to the determination of the manner in which discussions will be held with distributors in connection with a code's formation.

The distributors are reportedly determined to avoid any charges of "collusion" or "acting in concert" that might be leveled at "mass meetings" on a code; therefore the TOA group is expected to decide today to have individual committeemen meet with individual distributor representatives on the subject and compare notes later at a full committee meeting.

Washington Meet

(*Continued from page* 1)

prints, availability, and clearance, and then "to start on the big thing, selling the industry to the public." He declared that the feeling was, there was no point in going to the public until relations within the industry had been straightened out.

Brylawski said there were several proposals for carrying out the plan, including establishment of a joint continuing committee.

They're coming in from all over the world

for the

10th ANNIVERSARY DINNER

of the

MOTION PICTURE PIONEERS

Starlight Roof

WALDORF ASTORIA HOTEL

WEDNESDAY NIGHT

Cocktails at 6:15

DINNER AT EIGHT

Festivities from then on!

CECIL B. DEMILLE

will be honored as

"PIONEER OF THE YEAR"

MILTON BERLE

MASTER OF CEREMONIES

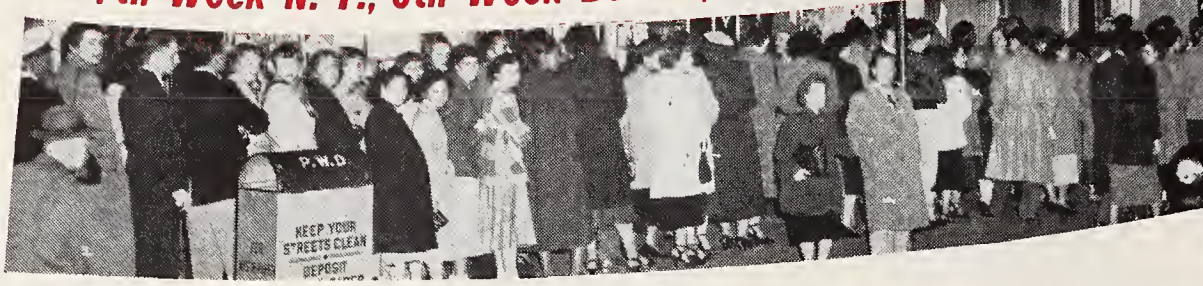
FOR MEMBERS ONLY

IT'S *Easier* TO SELL SEATS *with* ACCESSORIES *and* TRAILERS

NATIONAL *Screen* SERVICE
PRIZE ARRAY OF THE INDUSTRY

THOSE 20 LINES RUN ON AND ON

7th Week N. Y., 6th Week Boston, 4th Week L. A., Seattle!



Pinky

Salute the Boxoffice Blue Ribbon Picture for October!

I WAS A MALE WAR BRIDE

M. P. Herald Boxoffice Champion for September & October!

Come TO THE STABLE

"Mother Wore Tights" Business in Portland & St. Paul!

Your Thanksgiving Date!

OH, YOU BEAUTIFUL DOLL

TECHNICOLOR

The $7,500 Contest Closes December 4th! Hurry! Hurry!

FATHER WAS A FULLBACK

There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 95 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 16, 1949 TEN CENTS

Amend Pacts Of Four Fox Circuit Heads

Limit Extra Recompense; Stockholder Suits Finis

The employment contracts of the presidents of four 20th Century-Fox theatre circuit subsidiaries have been amended pursuant to the recent final judgments approving settlement of the various stockholder suits against 20th-Fox and National Theatres.

National Theatres has entered into an agreement with its president, Charles P. Skouras, amending his employment contract dated July 10, 1944, to limit the additional compensation payable thereunder for the two fiscal years 1946 and 1947, and to provide that cumulative annual additional compensation shall not exceed $360,000 per year during the period from the beginning of the 1948 fiscal year to the termination of the agreement at the end of the 1954 fiscal year.

Fox Intermountain Theatres, an in-

(Continued on page 6)

Cornfield Succeeds Harley in Europe

Albert Cornfield, foreign sales supervisor of 20th Century-Fox International Corp., has been appointed managing director of Continental Europe, including Scandinavia, North Africa and the Middle East, it was disclosed here yesterday by Murray Silverstone, president of 20th International. Cornfield succeeds Francis L. Harley, who will take up his duties as vice-president of the company after Jan. 1, with headquarters here.

US Calls Film Group To Parley on Ascap

Industry attorneys familiar with U. S. copyright laws and representatives of the MPAA and the SIMPP have been invited to the Department of Justice in Washington on Saturday for an exchange of views on "what to do with Ascap."

Sigmund Timberg, head of the Department's consent decree section, asked the group to the meeting to discuss an amended decree.

WB, Loew's, 20th to Ask for Five Years For Divorcement

Warners, Loew's and 20th Century-Fox will ask the U. S. District Court here to give them five years in which to consummate divorcement, against the 18 months demanded by the Department of Justice.

The recommendation will be embodied in a joint proposed decree to be submitted this week by the three companies, designed to put into edict form the court's opinion of last July which called for divorcement but was not specific on how it should be carried out. Hearing on the decree to be entered will be held on Dec. 6.

Attorneys here stressed that the proposed five-year plan has no bearing on the companies' plans for or against appeal from the divorcement decision. They are seeking the best possible order from the court here in case there is a decision not to appeal by any of the three or in the event an appeal

(Continued on page 6)

'JOLSON' TERMS ARE ILLEGAL: TOA

Rules Brandts Open All Books to Para. In Percentage Suit

The $573,000 percentage suit filed by Paramount two years ago against the Brandt Circuit and allied theatres took a surprise twist in New York Supreme Court yesterday when Justice Edgar J. Nathan granted the plaintiff's motion for examination before trial of 122 defendants and an inspection of books, documents and records pertaining to the receipts of their theatres from the exhibition of Paramount product, and their operating expenses.

The defendants are Harry, Louis,

(Continued on page 8)

Montague Denial Asks 'Evidence'; Action by TOA Heads Due Today

The Theatre Owners of America exhibitor-distributor relations committee, meeting here yesterday, agreed after receiving a report from a sub-committee which met with Columbia general sales manager A. Montague on Monday that sales terms which prohibited profit at regular admission prices are illegal. At its meeting with Montague, the sub-committeen condemned the sales policies adopted by Columbia in the licensing of "Jolson Sings Again."

Montague's response to the sub-committee on Monday was the same he made to the Allied States national convention in Minneapolis recently: "We have never demanded nor have we ever authorized any employee of Columbia to even remotely suggest that an exhibitor ad-

(Continued on page 8)

JOHNSTON VETOES NEW UK-US COUNCIL; TO MEET WILSON IN D. C.

WASHINGTON, Nov. 15.—Motion Picture Association of America President Eric Johnston today vetoed Sir Alexander King's proposal for a broad Anglo-American film consultative group, including all elements of the two film industries, but did urge an expansion of the present Anglo-American Film Council to include additional British and American producer representatives.

At the same time, the MPAA chief revealed that he and British Board of Trade president Harold Wilson will discuss British-American film problems in a series of meetings here, starting Sunday. He made the announcement after a trans-Atlantic phone conversation with Wilson, who leaves London Thursday for the U. S. to attend a United Nations food and agriculture meeting.

Sir Alexander King, British exhibitor leader, proposed recently that a new consultative group, with representatives of producers, distributors, exhibitors,

(Continued on page 7)

'Third Circuit' Gross Up 42% On 'Black Magic' Test Run

The evidence is in the making that while Loew's and RKO Theatres' position as the big-money outlets in the New York area is hardly shaken, a top booking outside the two circuits can yield more revenue than lower booking in them.

The case in point is United Artists' experiment with a week's run of "Black Magic," paired with "The Great Dan Patch" on the lower half, in an improvised "third circuit" of 60 houses here, by-passing Loew's which has first crack at the distributor's product. UA formulated the plan when Loew's refused the top spot and top terms for "Magic."

Forty-four of the 60 which participated in the simultaneous showing were Skouras houses and in these business was up 42 per cent over the same period last year, according to William White, vice-president and general manager. To give the comparison full authority, he said, Election Day returns were included in the 1948 week although actually it and Armistice Day were not in the same week as they were this year. Busi-

(Continued on page 7)

Plans for Pioneers Foundation Are Due

With more than 700 veterans of the industry gathering for the 10th anniversary dinner of the Motion Picture Pioneers, the banquet this evening to toast Cecil B. DeMille at the Waldorf-Astoria Hotel here promises to be the biggest in the history of the organization. Highlighting the evening will be the award to DeMille as the "Pioneer of the Year."

Joining DeMille as keynote speaker

(Continued on page 8)

See 6 More Months For RKO Split-ups

Department of Justice is expected to make known by tomorrow the amount of additional time it is willing to give RKO for dissolving its partnerships with exhibitors, with an extension of six months considered a likelihood. The original deadline of Nov. 8 was pushed back to Nov. 18. Discussion of the new postponement by the Department and RKO attorneys will be continued today.

Late News Flashes

HOLLYWOOD, Nov. 15.—Ten million persons have been reached indirectly by Henry Wilcoxon during his tour of 15 key cities for Cecil B. DeMille's "Samson and Delilah," he revealed at a press conference today at the Paramount studio, his first appearance since his return to Hollywood to recuperate from a virus infection. Wilcoxon will resume his tour of the remaining 26 cities on Jan. 2.

•

Chicago, Nov. 15.—An early agreement between distribution companies and the Colosseum of Motion Picture Salesmen was indicated today by Clarence Hill, spokesman for the distributors who have been meeting here for the past three weeks with Colosseum representatives, but he declined to amplify his remark. David Beznor, Colosseum attorney, also declined to make a statement.

•

LONDON, Nov. 15.—Following on the pound's devaluation, Kodak has announced increases of approximately 30 per cent in film stock prices here for both positive and negative.

Technicolor and Ilford, Ltd., are also understood to be considering price increases.

•

WASHINGTON, *Nov.* 15.—*The Motion Picture Association of America's new theatre, the Academia, will soon be ready for its curtain-raising premiere, Eric Johnston, MPAA head, said today. The theatre, which adjoins the main MPAA headquarters building here, will be used both by MPAA and member companies for screenings before special "invitation" audiences.*

•

ROCHESTER, N. Y., Nov. 15.—Eastman Kodak's board of directors today voted a wage dividend estimated at $15,500,000 for about 48,000 Kodak workers in the Western Hemisphere. The wage dividend is the largest in the 38-year history of the plan at Kodak, while the rate of payment is the highest since the present formula became effective in 1928. It will be paid on March 10, 1950.

•

Washington, Nov. 15.—Motion Picture Association of America president Eric Johnston will hold a luncheon-meeting here tomorrow for all newsreel editors and the five Washington representatives of the newsreels.

•

CHICAGO, *Nov.* 15.—*The Milwaukee clearance system is as conspiratorial as the Chicago system was before the Jackson Park decree, Thomas McConnell, attorney for the Towne Theatre, Milwaukee, said today in his final arguments in the anti-trust suit being heard before Federal Judge John P. Barnes. Earlier in the day Judge Barnes overruled a defense motion to dismiss the case.*

Personal Mention

GAEL SULLIVAN, Theatre Owners of America executive director, last night introduced U. S. Attorney-General J. HOWARD MCGRATH at a testimonial dinner for JUDGE ROGER BLOCK at the St. George Hotel, Brooklyn.

•

CHARLES E. KURTZMAN, Northeastern division manager for Loew's Theatres, has been appointed campaign chairman for the 1950 March of Dimes for Suffolk County, Mass.

•

MARCUS COHN, Theatre Owners of America executive, and MRS. COHN are the parents of a baby girl, born in Washington.

•

JACK DEMPSEY will be in Cleveland tomorrow in his capacity as a co-producer.

DORE SCHARY, M-G-M production vice-president, will leave here on Friday for the Coast, with HOWARD STRICKLING, studio publicity head, and JOHN JOSEPH, assistant to HOWARD DIETZ, leaving over the weekend.

•

GEORGE MURPHY and ANN SOTHERN, M-G-M players, are in London to attend the Royal Command performance tomorrow of "That Forsyte Woman."

•

WILLIAM B. ZOELLNER, head of M-G-M reprints and short subject sales, has returned to the home office from a tour of exchanges.

•

LEO SPITZ, Universal-International production vice-president, will arrive here today from the Coast.

Brandt Differs with Kingsberg's View

Differing with the view expressed by Malcolm Kingsberg, RKO Theatres president, in a story in MOTION PICTURE DAILY on Nov. 14, Harry Brandt, president of Brandt Theatres, issued the following statement yesterday:

"The statement made by Malcolm Kingsberg, reported in the trade press, that RKO Radio pictures show in RKO theatres because RKO theatres are the best theatres from the standpoint of competitive merit, is completely erroneous. Our (N. Y. C.) Beacon Theatre, one of the finest neighborhood theatres in America, seating 3,000, has offered considerably more for product than the RKO 81st Street, which is its opposition. We are now in the courts of law trying to remedy that situation. This condition holds true in many other situations in the city of New York."

Federation Luncheon For Drive Tomorrow

The amusement division of the Federation of Jewish Philanthropies of New York will launch its 1949 campaign for funds tomorrow at the Astor Hotel here at a luncheon at which Fred J. Schwartz, 1948 Federation chairman will introduce George F. Dembow, National Screen Service vice-president, who will head the 1949 drive. The meeting, which will begin at 12:15, will be attended by leaders in the motion picture and allied amusement industries, it was announced here yesterday by Melvin Gold, NSS advertising manager, who is publicity chairman for this year's drive.

Brandt, Chapman on Federation Drive

William Brandt of Brandt Theatres, and John Chapman, drama editor of the New York *Daily News*, have been named heads of a committee which includes all amusement facets of the industry other than the motion picture and allied industries, for the Federation of Jewish Philanthropies drive.

Skouras Sees Films Playing World Role

ST. LOUIS, Nov. 15.—Spyros P. Skouras tonight paid tribute to the city where he and his brothers started their careers in show business. The 20th Century-Fox president was guest of honor at a dinner given by the Chamber of Commerce commemorating a century of St. Louis commerce.

Recalling that it was in St. Louis that his American ideals and American viewpoint were shaped, Skouras said that on his recent European trip he found that "the people want nothing more than the opportunity to dwell together as we fortunate Americans do in peace and freedom, and they must have our leadership and our superior products."

Reviewing his impressions of the various countries visited, Skouras said, "I saw the impact of our American leadership and especially I was able to measure the effect of our motion pictures as the vanguard for our way of life as well as our commerce and its products." He went on to list some 20th-Fox product which "constantly entertains and enlightens in behalf of our way of life."

"Everything I saw in Europe confirmed my feeling that we have accepted world leadership," Skouras continued, but he warned that "from the economic viewpoint the people of the world have a grim fear of America. Our products have conquered the earth."

Five Film Executives Aid Hospital Drive

Motion picture executives serving in the solicitation of gifts in the current $2,800,000 campaign being conducted by the New York Infirmary Building Fund to complete construction of a new hospital to replace the present Infirmary here, include: Charles C. Moskowitz, vice-president and treasurer, Loew's; Harry Brandt, president, Brandt Theatres; Nicholas M. Schenck, president, Loew's; Spyros P. Skouras, president 20th Century-Fox, and Joseph R. Vogel, vice-president of Loew's.

Newsreel Parade

PRESIDENT TRUMAN asking an end to prejudice, and Dean Acheson in Germany are current newsreel highlights. Other items include Marcel Cerdan's funeral, the Liverpool dock fire, and football items. Complete contents follow:

MOVIETONE NEWS, No. 92—President Truman asks for world wide end of prejudice. Some 40,000 war children find parents. Gregory Peck Europe-bound. French duelists satisfy honor. Football.

NEWS OF THE DAY, No. 22—President Truman pledges nation to uphold brotherhood. Liverpool docks swept by fire. Germany: search for lost children. French duel. Football.

PARAMOUNT NEWS, No. 25—Collegiate rodeo, Dean Acheson promises Germany support. Washington tribute to Unknown Soldier. Football.

TELENEWS DIGEST, No. 46-A—Nation studies corn surplus. Tito-Stalin controversy. Dean Acheson arrives in West Berlin. Winston Churchill's granddaughter is christened. Marcel Cerdan's body comes home. Football.

UNIVERSAL NEWS, No. 300—President Truman urges brotherhood. "Big Three" meet in Paris. Flames raze Liverpool dock. Football. Germany: family reunions.

WARNER PATHE NEWS, No. 27—President Truman on brotherhood. Marcel Cerdan funeral. French duel. Football.

Bell on Columbia's Executive Staff

J. Raymond (Ray) Bell has joined Columbia Pictures' home office executive staff and will assume the duties formerly administered by the late Hal Hode. These will include Washington representative for both the home office and the studio and contacts with local censor boards throughout the country.

Bell, who won the Quigley Grand Award for Showmanship in *Motion Picture Herald's* Managers Round Table contest in 1939, goes to Columbia with a wide background of experience in the motion picture and public relations fields.

Streger Named Columbia Eastern Story Editor

Paul Streger, Broadway producer and artists' representative, has joined Columbia Pictures as Eastern story editor. Streger was associated with the Leland Hayward office for 13 years as manager in New York and has produced a number of stage plays.

Tax Reduction First 'P.R.' Aid: Johnston

Washington, Nov. 15.—An industry-wide campaign to reduce the admission tax will be the first item on the agenda of the all-industry public relations council when it meets here in December, MPAA president Eric Johnston said today.

Johnston declared that the group should "formulate a constructive program to get immediate action in removing the wartime excise tax."

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—*N.Y. World-Telegram*

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in a DON HARTMAN Production

Holiday Affair

with GORDON GEBERT

Produced and Directed by DON HARTMAN
Screenplay by Isobel Lennart

RKO RADIO PICTURES

ATES

Hollywood 10 To Tour U. S.

HOLLYWOOD, Nov. 15.—With the first address already delivered in Toledo by Lester Cole, the "Hollywood 10" has launched a nationwide speaking tour designed, according to Herbert Biberman, in charge of the project, "to disseminate information regarding our case to citizens on a community level." John Howard Lawson is now in New York, Adrian Scott is in Boston, and Alvah Bessie is in Detroit, filling speaking dates this week, while Dalton Trumbo and Ring Lardner, Jr., are covering Chicago, Milwaukee, Minneapolis and surrounding areas.

Biberman said "about 30 interested national organizations have filed *amicus curiae* briefs in our case, indicating a widespread understanding of the issues involved, and the present speaking tours are intended to place the facts and information in the hands of the general public. Members making the tour will be accepting speaking dates offered them by interested groups, and they will also appear on radio programs, before club and social bodies, and will speak on college campuses. They will be on tour about three weeks, covering both large and small cities."

The U. S. Supreme Court is expected to issue a decision shortly whether it will accept jurisdiction in the case against the 10, now under appeal.

Davies Heads Screen Writers

Screen Writers Guild, in a membership meeting winding up an annual election campaign, voted Valentine Davies president, Ernest Pascal, first vice-president, Leonard Spigelgass, second, Edmund Hartman, secretary, and Karl Tunberg, treasurer. Eight one-year and eight two-year members were elected to vacancies on the Guild's 24-man board. Albert Maltz, one of the "Hollywood 10," failed to be elected to the board.

MPAA Joins Forces with Radio in Censorship Fight

WASHINGTON, Nov. 15.—First steps were taken here today to work out a program of cooperation between the National Association of Broadcasters and the Motion Picture Association of America to fight all communications censorship.

Boards of the two associations took the matter up tonight at a special joint dinner, presided over by MPAA president Eric Johnston and NAB president Justin Miller. A resolution was adopted pledging themselves to combat censorship of all kinds.

It said in part: "We are joined together to oppose censorship from any source on any front from any direction. It is a fundamental truth that no medium of expression can have its freedom of expression abridged without peril to all others."

This is the first concrete step taken by the film industry to join another group to actively oppose censorship. A committee of five members from each group was named to serve as a functioning body.

Named by Johnston to represent the film industry were Y. Frank Freeman, Paramount vice-president; Robert Mochrie, RKO vice-president; Theodore Black, Republic general counsel; Ulrich Bell, 20th Century-Fox, and Sidney Schreiber, MPAA.

Johnston told a press conference that the meeting between the two groups, suggested originally by the MPAA, was an extension of the newly organized program for closer cooperation among all elements of the motion picture industry, and said that he hoped in time to extend the program further to include exhibitors, producers and distributors in foreign countries, as well as newspaper, book and magazine publishers.

Johnston to Plead For Export Act

WASHINGTON, Nov. 15. — The Webb-Pomerene Act is necessary to permit the film industry to penetrate behind the iron curtain, Motion Picture Association of America president Eric Johnston will tell Congress tomorrow.

Johnston will take the stand before the special House Judiciary sub-committee investigating monopoly. The Webb-Pomerene Act, under which the Motion Picture Export Association operates, has been one of the committee's favorite targets, and was attacked by Society of Independent M. P. Producers president Ellis Arnall.

Johnston will say that the MPEA is necessary to distribute films in iron curtain countries, since individual companies cannot deal with government monopolies abroad. The Export Association will stay strictly within the bounds of the Webb-Pomerene Act, he will promise.

Senator Walters Is Leaving RKO Post

Senator J. Henry Walters, RKO executive, has asked to be relieved from active duty and has resigned, RKO president Ned E. Depinet announced here yesterday.

Since 1920, he has rendered RKO services in many capacities and, in addition, many industry groups, including the Will Rogers Memorial Hospital, of which he was president, have had his counsel and advice.

"Senator Walters has agreed to remain an emeritus member of our executive staff and will continue to be associated with us in a consulting capacity to such extent as meets his convenience," Depinet stated.

Divorcement

(*Continued from page* 1)

is taken but turned down by the U. S. Supreme Court.

The five-year plan is said to be the one originally offered by the Justice Department itself some time before the court decided on divorcement. It was subsequent to the divorcement opinion that the Department urged the court to give the companies only 18 months, not five years.

The proposal would give the majors one year to submit a specific reorganization plan and would allow for counter plans by the Department, but in any event the complete separation of exhibition from production-distribution would be completed within five years.

Jack Kaufman Dead

Jacob (Jack) Kaufman, 68, an employe in the Comerford Theatre offices here, died late Monday after a lengthy illness. He was formerly with the local office of *The Exhibitor*. Kaufman is believed to be survived by a brother, Abraham, who, together with any other relatives of the deceased, are requested to communicate with the Comerford office.

Ambassador Loses $3,000

Hans Barnystn, assistant manager of the Ambassador Theatre on 49th St. here, a few doors West of Broadway, reported to police that he was robbed of $3,000 in his office during the first showing of "Rigoletto."

'U' Loan Pact Extends to '52

Universal's bank loan agreement with the First National Bank of Boston, the Manhattan Co. and Guaranty Trust Co. of New York has been amended to extend to May 1, 1952, the time within which "U-I's" consolidated subsidiary United World Films may borrow funds not in excess of $2,500,000, as part of the maximum amount of credit then applicable.

The agreement was further amended so that until Jan. 31, 1950, the figure to which Universal's consolidated "net quick assets" can be reduced without the company's granting to the loaning banks a first lien on certain production shall remain at $19,500,000.

Amend Fox Pacts

(*Continued from page* 1)

direct subsidiary of 20th-Fox, has entered into an agreement with its president, F. H. Ricketson, Jr., amending his employment agreement dated Dec. 29, 1940. Under it, additional compensation payable for the fiscal years 1946 through 1950 is limited to the excess over $198,000 of the aggregate additional compensation for those years. Identical terms are included in a new agreement between Fox Midwest and its president, E. C. Rhoden.

Fox Wisconsin Theatres, another indirect subsidiary of 20th-Fox, has entered into an agreement with Harold J. Fitzgerald, its president, amending his Dec. 29, 1940, employment agreement to provide that no additional compensation is payable for the fiscal years 1946 through 1949.

Limitation of additional compensation under the amended agreement with Skouras is "to the excess of the aggregate amount of additional compensation for such years (1946 and 1947) computed as provided in the agreement of July 10, 1944, over $1,314,250, and to provide that cumulative annual additional compensation shall not exceed $360,000 per year" during 1948-1954. Provision is made for averaging so that amounts by which additional compensation in any year shall be less than $360,000, shall be made up and paid from "contract profits" in other years commencing with 1948, "in which the additional compensation calculated as provided in the agrement of July 10, 1944, shall have exceeded $360,000."

Pursuant also to the final judgments in the stockholders suits, separate agreements have been made between 20th-Fox and president Spyros P. Skouras and vice-presidents Darryl F. Zanuck and W. C. Michel, granting to 20th-Fox options on their stock.

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UK Films Council to Meet on 'Crisis'

London, Nov. 15.—The British government's Films Council will hold an extraordinary meeting on Nov. 30 to consider the circumstances confronting the film industry here in consequence of the recent adverse financial report of the J. Arthur Rank organization.

The meeting was called at the suggestion of Tom O'Brien, head of the National Association of Kinematograph Employes and Member of Parliament.

JOHNSTON VETOES NEW UK-US COUNCIL; TO MEET WILSON IN D. C.

(*Continued from page* 1)

labor and other segments of the industry replace the present Film Council. Johnston today told a press conference at MPAA headquarters that any consultative group should be confined to producer representatives.

He said he does believe the Film Council should be enlarged by another one or two members from each country. He declared he definitely believes Society of Independent M. P. Producers president Ellis Arnall should be added to the Council, and "possibly another member from the MPAA."

The next meeting of the Council should be held in London, Johnston said, but no date has been fixed yet.

Johnston would not discuss what specific proposals would come up at the meetings with Wilson, but presumably they will cover a possible reduction of Britain's film quota, the J. Arthur Rank difficulties, the King proposal and Johnston's counter-proposals, and the advance planning for the time and place of the negotiations to revise the Johnston-Wilson film remittance agreement.

No actual negotiations on the remittance agreement will come for some time, Johnston said. He added that when they do come, they will be "tough."

Johnston Sees Thaw For 'Frozen' Coin

Washington, Nov. 15.—The industry will "eventually" get practically all of its frozen funds remitted from all countries but Germany, Japan and Korea, MPAA president Eric Johnston predicted today.

Johnston said it would be a long and difficult process, requiring lots of ingenuity, but that in similar previous circumstances, the industry had gotten its frozen funds thawed sooner or later and he believed this would happen again.

N. Y. Grosses Up; 'Battleground' Headed for $63,000

New programs are breathing show life into a number of first-runs here, providing robust business where income had been off for several weeks. The Armistice holiday was the beginning of a vigorous three-day weekend for many situations and the pace apparently is continuing.

House records are toppling at the 1,300-seat Astor where "Battleground," playing to a $1.80 top, is proving a box-office performer of extraordinary proportions. Doing tremendous business since its Armistice Day opening, the film figures to conclude a first week with a gross close to $63,000. The Astor scale is 80 cents at opening, 95 cents at noon, $1.25 at two o'clock and $1.80 from six to closing. The price scales from $1.25, $1.50 and to $1.80 on holidays, Saturdays and Sundays.

Another in the new parade of hits here is "That Forsyte Woman" with a stage show at the Music Hall which anticipates a big first week's take of $150,000. Also in the top brackets is "All the King's Men" at the 1,060-seat Victoria where a choice initial week's take of about $35,000 is looked for.

The Roxy, too, is drawing big money with "Oh, You Beautiful Doll" and Tony Martin heading the stage bill. Opening week's business probably will hit $100,000.

At the Strand, "Seabiscuit," with a condensed version of "Laffs A-Poppin'" on stage, is going over very nicely with a first week's take of about $50,000 indicated. The one new show which did not fare so well is "Yes, Sir, That's My Baby" at the Criterion. Here the gross is estimated at about $13,000 for nine days, representing very mild business.

"Jolson Sings Again" is holding up well at the State where about $18,000 is in sight for a 14th week. "Pinky" is another good holdover, likely to give the Rivoli about $23,000 in a seventh week. "Johnny Eager" should do about $10,500 in a fair third week at the Globe. "The Dr. and the Girl" at the Mayfair is likely to reach about $10,000 in a slow third week.

"Tokyo Joe" with Lena Horne and Skitch Henderson's orchestra on stage probably will provide the Capitol with a substantial third week's gross of $49,000. At the Paramount, "Chicago Deadline" with Jo Stafford and Paul Weston's orchestra on stage concluded a third week with a favorable take of $60,000.

"The Fallen Idol" opened at the Sutton yesterday, following the long run of "Quartet." The latter wound up its 33rd and final week with about $4,000. The 59th week of "Hamlet" should bring about $6,700, a profitable figure, to the Park Avenue. "Red Shoes" appears headed for about $9,000 in a good 56th week at the Bijou.

"Major Barbara" is doing relatively top-notch business at the Art Theatre where the first week's gross for the re-issue is estimated at $8,000. An attendance record is claimed.

Depinet Blames Bad 'PR' on Negligence

INDIANAPOLIS, Nov. 15.—Public relations and industry cooperation were the dominating themes in the first day's session of the Associated Theatre Owners of Indiana convention at the Hotel Lincoln here.

"If our critics all think we have horns and live in sin, it's probably because we have been negligent in defending our many virtues," Ned E. Depinet, chairman of the industry committee on public relations, told the meeting. Public relations, he declared, is "not just a job for organized groups, but for every individual."

H. M. Richey, M-G-M exhibitor relations head, urged united efforts to lessen the drain on revenue through "the hole in the pocket of the industry," stating that 20 per cent of its income went for taxes, litigation, checking and sales expenses "out of which the industry doesn't get one whit of benefit."

A forum on drive-in theatres was led by O. F. Sullivan, president of the Kansas-Missouri Allied. Trueman T. Rembusch, ATOI president, presided.

Predicts Federal Tax Relief by January 1

DES MOINES, Nov. 15.—U. S. Representative Paul Cunningham told a Iowa-Nebraska AITO luncheon-meeting here Tuesday that he expects the way to be cleared for a reduction or elimination of the Federal amusement tax by Jan. 1. He said the House Ways and Means Committee, at one time opposed to a change, is gradually changing its view. The reason, Cunningham says, is the present downward business trend.

Some 125 attended the meeting. Other speakers were A. C. Meyerick, Leo Wolcott, Sam Shain and Colin Miller, producer.

'3rd Circuit' Gross

(*Continued from page* 1)

ness with the "Magic-Patch" combination was "nothing short of sensational," he said.

UA is "eminently satisfied" with the "third circuit" experiment, said Paul N. Lazarus, Jr., executive assistant to company president Gradwell Sears.

The distributor's take would have been greater, of course, had the program played Loew's first runs at top terms and thereafter gone into the circuit's subsequent theatres. But the "third circuit" at top terms proved substantially more successful than Loew's booking on a flat deal, according to Lazarus.

This still does not mean a "third circuit" here on a permanent basis, it is said, but the arrangement can be made to work again "on occasion."

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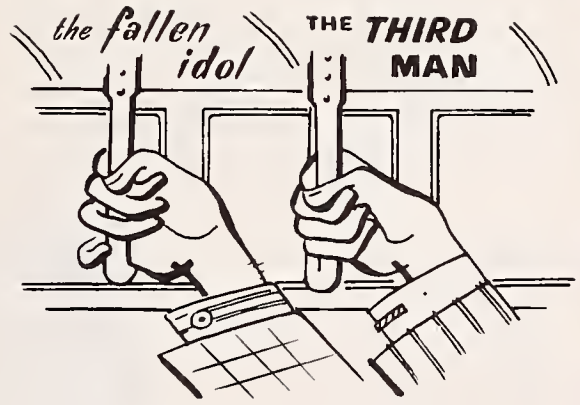

Have you heard about SRO's two winners?

Yes, "THE FALLEN IDOL" and "THE THIRD MAN" have won six major awards already —three as "best pictures of year."

'Jolson' Tilt Edges Out TOA Code Work

Due to its unanticipated involvement in controversy with Columbia over the "Jolson Sings Again" sales policies, the Theatre Owners of America exhibitor-distributor relations committee has been forced to set aside some of its work looking to conferences with distributors on the formation of a trade practices code, TOA executive director Gael Sullivan said yesterday.

However, he said, the TOA group will continue to meet from time to time on the code proposal, and will seek meetings with the distributors in the not-too-distant future. Today's committee meeting will deal with some aspects of the code proposal, however, he indicated.

'Jolson' Terms, TOA

(*Continued from page* 1)

vance his admission price, and I vigorously deny any reports to the contrary and would appreciate any evidence available in substantiation of such reports."

Montague further stated that he considered the terms asked for a picture to have no relationship or bearing, directly or indirectly, to the admission prices to be charged by an exhibitor, according to TOA. Montague said also that the terms and conditions whereby "Jolson" is being marketed and will be marketed are determined by the individual situations involved.

Goes to Executive Committee

The stand of the full 21-member TOA exhibitor - distributor relations committee has to go to the organization's executive committee today for approval, hence TOA's future action in the "Jolson" controversy was not disclosed yesterday.

The exhibitor-distributor relations committee's position leaves open several alternative courses, namely (1) further discussions with Columbia in the hope of arriving at a solution, (2) filing of a test case on the legality of the sales terms, and (3) the course now being followed by Allied, to wit, solicitation of affidavits from exhibitors who have bought and played the picture with a view to presenting the affidavits to the Department of Justice.

In any event, the TOA membership will be requested to submit to the organization's headquarters here "all experiences tending to support the existence of this marketing policy," according to committee chairman Walter Reade, Jr., in view of Montague's request for corroborative evidence.

TOA officials cited at a press conference following yesterday's committee meeting that section of the decree of the New York Statutory Court in the industry anti-trust suit, as interpreted by TOA general counsel Herman M. Levy, which declares that the "exaction of terms in any given situation calculated to fix minimum prices" is a violation of law:

Cites Court Decree

(The defendants are enjoined) "From granting any license in which minimum prices for admission to a theatre are fixed by the parties, either in writing or through a committee, or through arbitration, or upon the happening of any event or in any manner or by any means."

The TOA committee took the position that, over and above the legality of fixing minimum prices for admission, it should go on record as taking a definite stand against the advancing of admission prices for so-called mass appeal pictures "as a matter of general policy, looking to industry welfare."

Admitting that there might be "rare classic pictures, with special appeal," for which exhibitors might feel that so-called "road show" treatment is indicated, the TOA committee said its feeling is "that the presentation of pictures other than such special productions should be presented at normal admission prices and that the advancing of admissions on mass appeal pictures should be discouraged as a matter of policy."

The committee re-stated TOA's position that the advancing of admissions on "normal good pictures" is "bad public relations, in that it imposes an additional cost on the theatre-going public that in many instances patrons could not afford to pay."

Said Reade: "The fact that no runs of 'Jolson Sings Again' have been observed at other than advanced admission prices is most persuasive to the belief that some policy designed to bring about such advance prices is in effect."

An advertisement from one of the Memphis newspapers was exhibited at the exhibitor-distributor relations committee meeting yesterday to support the condemnation of terms for "Jolson." Sponsored by Malco Theatre, Memphis, the advertisement, announcing the picture, read, in part: "Due to terms exacted by the producers, the following admission is necessary: Matinee, orchestra 65c, balcony, 50c; Night and Sunday, 85c; Children at all times, 50c." In reporting this, TOA executives said the house ordinarily charges 65 cents evenings.

PCCITO Hits High Rentals for 'Jolson'

SAN FRANCISCO, Nov. 15.—The Pacific Coast Conference of Independent Theatre Owners makes an issue of Columbia's sales policy on "Jolson Sings Again," and strongly urges its members to "Just say, no," in the organization's current bulletin.

If Columbia asks 60 per cent, "that is no reason why any exhibitor should be foolish enough to give them 60 per cent," the bulletin says.

Brandt, Para. Suit

(*Continued from page* 1)

Bernard and William Brandt and all of the owners and operators during the last six years of the 97 theatres in which Harry Brandt had an interest or for which he booked pictures.

According to Phillips, Nizer, Benjamin and Krim, representing Paramount, this is the first litigated case which charges fraudulent overstatement of operating expenses in addition to the allegations of under-reporting of grosses on percentage pictures.

Similar actions by other distributors against the same group are now pending.

Judge Nathan also ruled that the inspection shall be superintended by a referee to be appointed by the court.

Among the books and records to be produced are: Daily box-office statements and tally sheets, bank books and bank records, cash books, journals and ledgers, used tickets and invoices of ticket purchases, work sheets, copies of tax returns, stock-transfer books and other corporate records, payroll and employment records, all records pertaining to operating expenses, original leases and deeds and real estate tax receipts, and all audits and records of checking and investigations made by the Brandts or any of the other defendants.

Pioneers Foundation

(*Continued from page* 1)

will be Jack Cohn, president and founder of the Pioneers, who is expected to outline plans for a Motion Picture Pioneer Foundation to care for indigent pioneers. With Hal Horne as master-of-ceremonies other speakers will include Eric Johnston, Spyros Skouras, Si Fabian and Milton Berle, as toastmaster.

MPA Abandons Plan For Video Survey

The Motion Picture Association of America's television committee has temporarily given up its plans for a formal, scientific survey of the impact of television on theatre box-office takes, it was decided at a meeting of the committee here Monday.

Members were told that such a survey by a trained market research firm would cost anywhere from $50,000 to $100,000, and felt that this was too much money to spend at this time, when there are still comparatively few sets in homes.

Kans.-Mo. Showmen Endorse 'PR' Action

KANSAS CITY, Nov. 15.—The Kansas-Missouri Theatres Association board of directors meeting here today approved the public relations actions of the Theatre Owners of America and condemned the sales policies of film companies that do not permit the making of a fair profit at regular admissions.

At the same time the board arranged for the filing of a petition with the Federal Communications Commission for allocations of exclusive television channels for theatres.

Also discussed was the planned meeting of exhibitors and Congressmen of Kansas and Missouri early in December to discuss the repeal of the excise tax.

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No Intentional Law Violations, Says Johnston

Industry Not a 'Black Sheep,' Congress Told

WASHINGTON, Nov. 16.—Motion Picture Association of America president today told Congress that he was sure no motion picture company had ever intentionally violated the anti-trust laws.

Johnston said that any company accused or found guilty of anti-trust violations had undoubtedly been acting on the advice of the best legal counsel obtainable that its actions were not illegal. "Lawyers disagree and even the courts themselves have differed" over these questions, he declared.

In two-and-a-half hours of testi-

(*Continued on page 5*)

Johnston Optimistic Over NAB Tieup

WASHINGTON, Nov. 16.—Motion Picture Association of America president Eric Johnston said today he is very encouraged by last night's meeting with the National Association of Broadcasters to work out a common front against censorship.

"I think we'll get somewhere," he said. "Like the industry's Chicago public relations meeting, these things

(*Continued on page 5*)

Says US Films Get 57% of UK Time

Washington, Nov. 16.—American films are now getting about 57 per cent of screen playing time in Britain, MPAA president Eric Johnston "guessed" today.

Johnston was asked during his House monopoly probe testimony what percentage of the 60 per cent not reserved for British films was going to American films. He said that "just as a guess, I'd say about 95 per cent of the 60 per cent. French, Italian, and Russian films are shown, but not to any great extent," he added.

The Inside Story of How Johnston Personally Sold Films to Tito

Washington, Nov. 16.—Motion Picture Association of America Eric Johnston today for the first time told House monopoly probers how he sold films to Yugoslavia.

"Our (MPEA) people couldn't get into Yugoslavia," Johnston said. "I finally got a visa, but we ran into a stone wall in the country. Then one day I was talking to Marshal Tito about world conditions and he asked if we were trying to sell films to his government. I said yes, and he left the room. When he came back, we started talking about a completely different subject.

"At the same time, one of my assistants was meeting downtown with the head of the Yugoslav film industry. He had just been told that the Yugoslav government would not take any American films when a phone call came in. After the call, the Yugoslav official simply said that he would buy our pictures on our terms."

Consign TOA's 'Jolson' Controversy to Lawyers

Theatre Owners of America's executive committee approved at a meeting here yesterday the TOA exhibitor-distributor relations committee's indictment of Columbia's sales policies on "Jolson Sings Again," and instructed TOA general counsel Herman M. Levy to pursue the matter further with Columbia's legal department.

Failing a satisfactory solution to the controversy by this method, Levy would then "seek other means," TOA executive director Gael Sullivan said. However, he refused to state what was meant by "other means."

The New York law firm of Schwartz and Frohlich is Columbia's

(*Continued on page 4*)

Cecil DeMille, 'The Pioneer'

Cecil B. DeMille foresees "a great era of cooperation between television and motion pictures," he said last night as he was designated "Pioneer of the Year" at the 10th anniversary dinner of the Motion Picture Pioneers. He made reference to the recent statement of Barney Balaban in the latter's annual report to Paramount stockholders as setting the correct keynote of the industry toward TV. The Paramount president had stated, "Television may turn out to be our companion rather than our antagonist. Just as radio developed our greatest personalities, I believe that television will be an unparalleled medium for the development of talent

(*Continued on page 4*)

RCA to Start 'TV' Theatre Delivery Early Next Year

Radio Corp. of America has scheduled deliveries of theatre television equipment to start early next year, the company discloses in a report purporting to outline "the facts every theatre owner should know" about theatre "TV."

The company claims it has "pioneered" in the design and development of the two basic systems, these being the instantaneous or direct method, and the intermediate or film storage system.

As for programming, RCA states: "The most probable sources of immediate program material are the television broadcasters."

New TOA Sub-Group Will Work on Code

Walter Reade, Jr., chairman of the 21-member Theatre Owners of America exhibitor-distributor relations committee, today will name from that group a sub-committee which will develop the pertinent facts and recommendations under each point to be pursued preparatory to the setting up with distributor representatives of a trade practices code.

Meeting here yesterday at the Hotel Astor, the exhibitor-distributor relations committee examined each of the points recommended by the TOA national convention in Los Angeles last

(*Continued on page 4*)

Cohen Circuit Sues 8 Majors For $9,124,000

Hits Licensing System For Loew's, RKO in N.Y.

Asking for a total of $7,500,000 triple damages by the Anwell Amusement Corp. and triple damages of $1,062,000 by Anco Enterprises, Inc., and a total of $562,000 by the Ancore Amusement Corp. for alleged violations of the anti-trust laws in connection with the New York first-run licensing of pictures, the three filed suit against the eight major distributors yesterday in New York Federal court.

All three corporations are part of the Max A. Cohen circuit. They claim that Cohen's New Amsterdam Theatre is fully qualified to operate as a first-run in the Times Square area and that there is no substantial com-

(*Continued on page 6*)

'Little Three' File With District Court

As anticipated earlier, the separate decree proposed by United Artists, Columbia and Universal in the industry anti-trust suit, which was filed with the U. S. District Court clerk here yesterday, in effect asks the court to disassociate the three companies from any findings which concern theatre operations.

Apparently consistent with the

(*Continued on page 6*)

'4-A's' Board Okays TVA Despite SAG

International board of Associated Actors and Artistes of America, meeting here yesterday, approved the Four-A's Television Authority over the protests of Screen Actors Guild and Screen Extras Guild, both members of Four-A's.

The Authority was designed to take jurisdiction over all talent in the television field, including both "live" and film. SAG and SEG have insisted on retaining control over film television, and yesterday's action by the board was expected to cause the film unions to bolt the Four-A's.

Personal Mention

DAVID LIPTON, Universal-International advertising-publicity director, will leave here for the Coast on Monday.

•

CYRUS H. BABBS, WILLIAM JONES, JOHN HURST and DONALD FISHER, television experts of Pye, Ltd., Cambridge, England, have arrived here for a visit.

•

JAMES W. SEVER, JR., Simmel-Meservey, Inc., television sales manager, has returned to Beverly Hills from New York and other Eastern and Midwestern cities.

•

JOSE COHEN, general manager of Cadef Limitada, Rio de Janeiro, independent distributors, is in New York from Brazil.

•

LEON BRANDT, Eagle-Lion advertising-publicity director, has arrived in Boston from New York.

•

DANNY KAYE was Variety Club of Toronto's guest of honor at a luncheon yesterday.

•

SYDNEY GROSS, Film Classics advertising-publicity chief, is in New Orleans from New York.

•

MERVYN LEROY, M-G-M producer-director, is here from Hollywood.

12 MGM Experts Due Back Monday

M-G-M's group of 12 "experts" are slated to return Nov. 21, on the Queen Elizabeth following a month's tour of company offices in Italy, France and England, where they conferred with sales executives in an exchange of ideas and methods of operations. On their arrival in New York, the men will leave immediately for their respective field offices.

Wilcoxon to Report On 'Samson' Tour

HOLLYWOOD, Nov. 16.—Henry Wilcoxon will address a Motion Picture Industry Council dinner to be held tomorrow night, reporting on his nation-wide tour, not yet completed, in behalf of Paramount's "Samson and Delilah."

Para. Stock Option Suit

Ralph D. Goldberg, Paramount stockholder owning 2,500 shares, has filed suit in Federal Court here against company president Barney Balaban, 15 other officers and directors and the company itself, asking annulment of the stock conversion and option rights granted Balaban in 1946.

Loew Dividend Declared

The board of directors of Loew's, Inc., has declared the regular quarterly dividend of 37½ cents on the common stock, payable Dec. 31 to stockholders of record on Dec. 13.

ATOI Reelects All Officers; Rembusch Again President

INDIANAPOLIS, Nov. 16.—Trueman T. Rembusch, president, and other officers of the Associated Theatre Owners of Indiana were re-elected today at the closing session of the annual convention at the Hotel Lincoln here.

A call for the return of cardinal principles of showmanship in the exhibition field was sounded by Kroger Babb, president of Hallmark Productions, who shared the speaker's program with Abram F. Myers, Allied general counsel.

The convention gave Rembusch a standing vote of approval before adjourning for the annual banquet at the Lincoln tonight. William C. McCraw was to be guest speaker.

Officers re-elected were Sam Neal, vice-president; Marc Wolf, treasurer, and William A. Carroll, secretary.

The new board of directors includes Alex Manta, Lisle Kreighbaum, T. O. Baker, Justin Shauer, Wolf, S. J. Gregory, M. H. Scheidler, R. S. Weilert, Oscar Fine, Bruce Miller, Harry Kornblum, E. L. Ornstein, Al Borkenstein, Roy Kalver, Peter Mallers, John Micu, J. B. Stine, Claude Flater, Stanley Cooper, Guy Hancock, Sam Switow, H. P. Vonderschmidt, A. B. Thompson, W. J. Haney, Neal, W. T. Studebaker, Jack Alexander, W. G. Wallace, Rembusch, Roy E. Harrold, J. P. Finneran, W. F. Easley, Fred Dolle, E. J. Miller, Manny Marcus and Dudley Williston.

Federation Luncheon For Dembow Today

Seventy-five leaders of the amusement industry are to attend today's Federation of Jewish Philanthropies' luncheon for George Dembow, 1949 amusement division drive chairman, at the Hotel Astor. They will represent motion pictures, legitimate theatres, artists, agents, music, etc.

Jack Meadow of the law firm of Meadow, Mann and Clyn will outline objectives of the 1949 campaign to the group, comprising Dembow's working committees for the amusement division.

MPEA Will Not Cut Far East Program

Notwithstanding the fact that the Army has awarded the Motion Picture Export Association a $1,600,000 guaranty contract for operations in the Far East, against the $2,180,000 requested, there will be no curtailment in the distribution program originally announced, it was learned here from an MPEA spokesman.

The program calls for 104 features, 52 shorts and 52 newsreels for the next fiscal year. The MPEA feels, it was said, that this supply is the basic minimum for the market.

Gets Sales Rights to "Pre-Fab" Drive-ins

NEW ORLEANS, Nov. 16.—Jack Auslet of Pelican Pictures has obtained sales rights in the Southern states and South America to the new Cross Road pre-fabricated drive-in theatres. Auslet also has acquired an interest in Stevens Pictures sales rights.

Says Hughes Need Not Rejoin MPAA

Washington, Nov. 16.—Eric Johnston, president of the Motion Picture Association of America indicated here today he saw no need for Howard Hughes to rejoin the MPAA as an individual.

There has been some speculation that Hughes, who quit the MPAA after Production Code approval was denied "The Outlaw," might rejoin now that Code approval has been restored. Johnston said that Hughes already is a member through RKO, and why should he rejoin as an individual?

'Pinky' Opening in Atlanta Today

ATLANTA, Nov. 16.—Darryl F. Zanuck's "Pinky" will make its Southern debut here tomorrow morning at the Roxy Theatre. The opening will set a precedent for the theatre which will modify its customary segregation policy and throw open the entire balcony to Negroes, previously limited only to a few gallery seats. This will allow Negroes to occupy 861 seats of the total 2,363 in the house.

The 20th Century-Fox film was set for an indefinite run in Atlanta following the action made last month by censor chief Christine Smith who passed the picture with only minor deletions.

See House Record for 'Pinky' in Chicago

CHICAGO, Nov. 16.—Prediction that 20th Century-Fox's "Pinky" which opened at the Woods Theatre here Tuesday night, will hit an all-time house record of $40,000 for the week, was made by the management.

Chile Waives 11% Tax On 'Joan of Arc'

The government of Chile has classified "Joan of Arc" as exceptional entertainment and waived the 11 per cent tax usually levied on films in the country, according to Mike Havas, RKO Radio Latin-American supervisor.

Chile is the first Latin-American country to allow the Sierra Pictures' production to play without being taxed. In Europe the governments of Holland, Belgium and Finland waived levies because of the picture's cultural merit.

Warner Print to Truman

WASHINGTON, Nov. 16.—First print of the one-reel Warner Pathe News production, "For All the World's Children," was presented to President Truman in the White House today by Mrs. Oswald B. Lord, chairman of the U. S. Committee for the United Nations Children's Emergency Fund. The film was made by Warner Pathe News as a public service.

12 on New EL Release List

Eagle-Lion has re-shaped its feature release program, pegging 12 for distribution in the near future, E-L distribution vice-president William J. Heineman disclosed here yesterday. Three will be in color; five will come from the J. Arthur Rank Organization in England.

Product listed by Heineman includes: "The Sundowners," in Technicolor, with John Barrymore, Jr., costarring Robert Preston and Cathy Downs; "Rupert," starring Jimmy Durante; "Beloved," starring Paulette Goddard and Pedro Armendariz, filmed in Mexico; "The Doll's House," starring Paul Lukas, Charles Corven and Dale Melborne; "Rocket to the Moon," George Pal Technicolor production; "The Golden Gloves Story," starring James Dunn; Kevin O'Morrison, Kay Westfall and Gregg Sherwood; "Sunken Treasure," to be filmed in color.

Rank productions to be released by Eagle-Lion include: "Kind Hearts and Coronets," starring Dennis Price, Valerie Hobson, Joan Greenwood and Alex Guinness; "Diamond City," starring David Farrar, Diana Dors and Honor Blackman; "Huggetts Abroad"; "The Chiltern Hundreds," based on the current New York stage play, "Yes M'Lord," starring Cecil Parker, A. E. Matthews and David Tomlinson; "Marry Me," starring Derek Bond, Susan Shaw and Patrick Holt.

Also scheduled is "The Bone Is Pointed," Howard C. Brown production to be filmed in Australia.

New Assignments for Randforce Managers

Harry Margolesky, Randforce district manager in Bensonhurst, will take over the Williamsburg district under a revised personnel set-up. George Langbart, Richmond Hill district manager, will move over to the Marboro Theatre in place of Margolesky, and Charles Grace, manager of of the Embassy theatre, has been promoted to Richmond Hill district manager.

Other changes in the circuit are: Herman Semel, manager of the Commodore, exchange places with Max Schiering, manager of the Ambassador; Julian Katz, manager of the Parthenon moves over to the Lefferts Theatre, and Hy Jacobson becomes manager of the Parthenon. Meanwhile, Emanuel Frisch, in charge of theatre operations for Randforce, has disclosed that the Republic, Brooklyn, which had been operated by RKO, has been taken over.

20th Liquidates Firm

Twentieth Century-Fox has liquidated Fox Springfield Theatre Corp., whose principal asset, the Fox Theatre, Springfield, Mo., has been transferred to Fox Realty Co. of Missouri, Inc. Both companies are 100 per cent indirect subsidiaries of National Theatres Corp., which is wholly-owned by 20th-Fox.

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"Without Honor"

HAS TAKEN ALL-TIME UA HONORS* in BOSTON SAVANNAH ALBANY SAN FRANCISCO ALTOONA

*SEE THE GREAT ADVERTISING AND EXPLOITATION CAMPAIGN WHICH PUT IT OVER!

Robert and Raymond Hakim *present*

Laraine Day • Dane Clark • Franchot Tone

in

"Without Honor"

with

Agnes Moorehead • Bruce Bennett

Directed by IRVING PICHEL • Original Screenplay by James Poe • Music by Max Steiner

A Robert and Raymond Hakim *production*

Released thru United Artists

Loew's State, L. A., Acquired by Schenck

Hollywood, Nov. 16.—Loew's State, Los Angeles, which reverted to Loew's when the Fox West Coast lease on the house was terminated, has been acquired by Joseph M. Schenck on lease in a deal which Schenck negotiated in New York last week. The pact also provides for a day-and-date run with a Egyptian Theatre, which also is a Schenck property.

Wilcox Forms New Production Firm

LONDON, Nov. 16.—Herbert Wilcox has announced the incorporation of a new producing company, Artistes Alliance Corp., which will have the co-operation of American interests.

Anna Neagle and Michael Wilding are co-partners and directors in the new company, which will produce pictures aimed at the world market. Five features are planned for the next two years. Stories will be agreed on in advance with the American associates, whose identities have not been announced yet. Wilcox will retain distribution rights here.

Wabbe in New Post

SAN FRANCISCO, Nov. 16.—Helen Wabbe, publicity director of the RKO Golden Gate, will in addition act as assistant manager to Mark Halling, it was announced here.

Review

"The Inspector General"

(Warner Brothers)

THE DAFFY genius of Danny Kaye bursts into full flower in "The Inspector General," his first for Warners. A Napoleonic era farce suggested by a Gogol play, it has Kaye rollicking up and down the ladder of comedy and song. A rather handsome production treatment, including Technicolor, has been accorded the picture, and from all indications it should make an attractive showing at the box-office.

Kaye plays a tattered and hungry vagabond who is mistaken for a disguised inspector general as he wanders into a corruption-ridden town. Fearful of his authority to depose dishonest officials, the heads of the town soon fawn upon Kaye and parade him through a series of elaborate fetes and honors.

Jerry Wald's shrewd production gives Kaye two feminine interests. They are Elsa Lanchester, the mayor's voluptuous wife who schemes a romantic escape with Kaye; and Barbara Bates, a simple kitchen maid who is as kind-hearted as Kaye himself. For a time, Kaye, prodded and intimidated by his old medicine show boss, makes the most of his new-found glory. In his own bungling, effervescent way he tries to bring happiness to the oppressed people, as symbolized by his efforts to restore to them a church organ that sold as private booty. There is a dual climax to the picture, one in which there is an attempt to assassinate Kaye, and the other when the authentic inspector general arrives. In a crucial moment, when Kaye has the power to execute the latecomer, he confesses the entire masquerade. So awed is the real inspector general by this example of honesty that he bestows the post of mayor on Kaye, the impostor.

Philip Rapp and Harry Kurnitz fashioned the screenplay which is also a parable on honesty. It is to the credit of Henry Koster's direction that the gallery of players emerges in fresh and incisive outline. Walter Slezak is a provocative caricature as the mustached gypsy who is the iron fist behind Kaye. Gene Lockhart as the mayor; Alan Hale as the latter's military aide; and Walter Catlett as a myopic general, all turn in memorable vignettes. One point of criticism to be made in this otherwise thoroughly satisfying motion picture is the presence of sequences that seem unwisely prolonged, suggesting the efficacy of sharper cutting.

Sylvia Fine, who provided the music and nimble lyrics, is also designated as associate producer. There is one tantalizing sequence that stubbornly persists in the memory. It shows three different Kayes on a montage, debating whether to be "arrogant, elegant, or smart" in approach to the situation. Running time, 102 minutes. General audience classification. Release date, Dec. 31.

MANDEL HERBSTMAN

Toronto Tent Opens Its 'Variety Village'

TORONTO, Nov. 16.—Variety Village was officially opened in the Scarboro suburb of Toronto today by Dana H. Porter, Ontario Minister of Education, marking completion of a drive by Variety Club tent No. 28, of which J. J. Fitzgibbons is chief barker.

The Toronto tent raised more than $260,000 through benefit performances and sport features to finance the Village, a vocation guidance school for crippled children. A benefit at the Imperial Theatre tomorrow night is expected to raise another $30,000.

New TOA Sub-Group

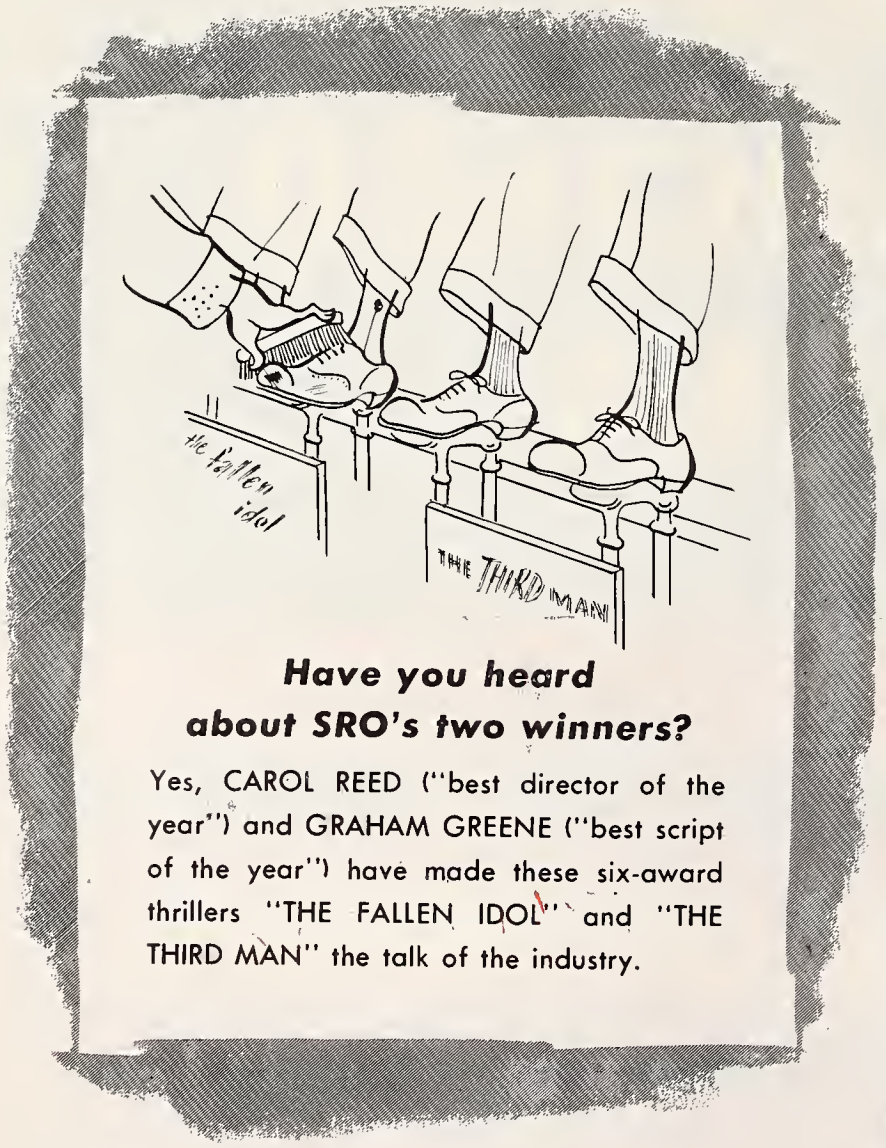
(*Continued from page* 1)

September, and approved them with additional recommendations.

These are the approved points which the sub-committee will develop; availabilities, an arbitration tribunal, print shortages, release of prints to Army and Navy camps, advanced admission prices, continuation of the existing National Screen Service committee, advertising material shortages, drive-ins, and competitive and auction bidding.

TOA executive director Gael Sullivan said yesterday that there was no way to tell how long it will take the sub-committee to complete its work. Nor could he say when the distributors will be approached for conferences looking toward the formation of a trade practices code. Once the sub-committee completes its work, however, TOA president Samuel Pinanski will appoint a number of TOA members who will approach the distributors, Sullivan said.

Sullivan explained that considerable time is being taken on the trade practices code preparations because "we don't want one-sided recommendations." He added: "We (meaning exhibitors and distributors) want to 'live' with each other." TOA, he emphasized, is not bent on writing the code. Of particular importance to the setting up of a code, he said, "is the advice, experience and wisdom of years possessed by the distributors, and which they can weld with ours."



Have you heard about SRO's two winners?

Yes, CAROL REED ("best director of the year") and GRAHAM GREENE ("best script of the year") have made these six-award thrillers "THE FALLEN IDOL" and "THE THIRD MAN" the talk of the industry.

Pioneer DeMille

(*Continued from page* 1)

for motion pictures."

The dinner, held at the Waldorf-Astoria with an attendance of about 700, brought together DeMille, Jesse L. Lasky and Adolph Zukor, three executives whose early-day association provided the foundation for the present Paramount structure.

Jack Cohn, founder of the Pioneers, was recipient of a plaque presented by Eric Johnston, president of the Motion Picture Association of America. Cohn formally announced the launching of a Foundation for Motion Picture Pioneers. "Tonight, I am happy to announce," he said, "the nucleus of a fund."

To Administer Fund

"We have a board of directors who will establish procedures with regard to the use of the fund and who, I am sure, will administer it to the best of their ability for the best of purposes."

Hal Horne was master-of-ceremonies while other speakers included Spyros P. Skouras, Si H. Fabian. Milton Berle—"Mr. Television"—was toastmaster. Also on the dais were Jack Alicoate, Barney Balaban, Harry Brandt, Max A. Cohen, Sam Dembow, Ned E. Depinet, Gus Eyssell, Nate Blumberg, Al Lichtman, Robert J. O'Donnell, Samuel Pinanski, Sam Rinzler, Herman Robbins, David Sarnoff, Albert Warner, Joseph R. Vogel and Father James Keller, leader of The Christophers, who delivered the invocation and the requiem for the 22 Pioneers who had died since the previous dinner in Nov., 1948.

Sixty-five new members were inducted.

TOA, 'Jolson'

(*Continued from page* 1)

counsel. Levy is expected to seek conferences with the firm at an early date. Asked whether a time limit had been set by the executive committee on attempts to settle the issue through legal conferences, Sullivan replied in the negative.

Get Industry Into Television: Skouras

Spyros P. Skouras, president of 20th Century-Fox, speaking at the M. P. Pioneers dinner last night, urged the industry to accept its opportunity to participate in television. Asserting that it is estimated that 20,000,000 television sets will be in American homes within five years, Skouras said they are potential theatre competition and exhibitors especially should endeavor to become a part of television.

Too Many Industry Lawyers: Johnston

Washington, Nov. 16.—There are too many lawyers running the motion picture industry, MPAA president Eric Johnston declared here today.

His statement before the House monopoly investigators said that he wanted to offer a few suggestions "to clarify the existing muddle in the monopoly picture."

"To many corporations today are being run by lawyers," the statement said. "And that's certainly true of the motion picture industry," Johnston ad libbed.

Law Violations

(*Continued from page* 1)

mony before a special House Judiciary sub-committee investigating monopoly, the MPAA chief made a complete defense of the industry's record, both in the foreign and domestic fields. He frequently won over committee members to praise the industry and to join him in his statements.

Johnston vigorously denied Society of Independent Motion Picture Producers president Ellis Arnall's charges that the Anglo-American Film Council discussions here in April contemplated a violation of the Webb-Pomerene Act. At the same time, he said, the act is necessary to keep American films going behind the "Iron Curtain" and to enable the American industry to deal with countries where the film industry is a government monopoly.

Brings Up Anti-Trust Record

"The whole array of decisions against the motion picture companies makes them look like the blackest sheep in the flock," Johnston said, referring to the anti-trust matters. "Yet I know that is not true. The violations were not done willingly, but through ignorance that they were violations. They are fine, upstanding gentlemen."

The industry's anti-trust record was brought up by sub-committee Chairman Celler (D., N. Y.). He read a long list of government and private anti-trust suits against film companies and asked Johnston how the MPAA figured in connection with them.

"The Association has never taken any part in any of these practices and has never been indicted," Johnston replied. Celler asked if he did not think the Association should call to the attention of its members practices which might be held illegal. "Even the lawyers disagree," Johnston said.

Distribution Sore Point

The MPAA official told the committee that no company had ever been indicted because of production practices. "All suits have arisen over questions of theatres. That is an extremely difficult and complicated question, over which the courts themselves differ."

Rep. Walter (D., Pa.) said that all of the cases involved distribution and that "90 per cent of all anti-trust cases involve that, so why should the motion picture industry differ from any other."

Celler also brought up the Anglo-American film counsel discussions. He cited Arnall's testimony that the British and American film industries planned to divide the film market in the two countries, and that the government would be used as a sword over the heads of the independents in competition for the U. S. market.

Johnston declared that there was never any agreement, that the letter from the MPEA to the British referred to by Arnall was merely "the consensus of the discussions," embodying mainly British suggestions.

Denies Market Division

"Even in the suggestions," he declared, "there was never any attempt to divide the market in any shape, form or manner, either in the foreign or domestic field." He said under the provision designed to get 100 American films each year in the top British circuits, the circuits would have been completely free to buy from any company, and that MPEA's only suggestion had been that no company supply more than 15 titles.

"If it had been carried out, wouldn't it have violated the Webb-Pomerene Act?" Celler asked.

"Absolutely no," Johnston replied. "There has been a complete misinterpretation."

Celler said that the whole thing was academic, since the agreement was not put in effect, and "let it be known to the credit of your organization that it wasn't carried out."

Compliments Arnall

Rep. Keating (Rep., N. Y.) interrupted to say that it should be noted Arnall represents an organization competing with the Johnston organization. "And represents it very effectively," Johnston remarked wryly.

As to the charge that the MPEA would use the agreement to obtain leverage for its companies in the domestic market, Johnston said that it was "completely incorrect, for at no time, even in the British suggestions, was there any implication that the MPEA could control domestic competion in any manner or even the pictures the circuits would buy in England."

Celler said that testimony so far before the committee showed a need for retaining the Webb-Pomerene Act in some form to deal with foreign monopolies, but that some legislation might be needed to deal with abuses.

"There is no question but that Congress must correct the abuses, but it seems as though the Webb-Pomerene Act was made for the MPEA, for it is an organization in which abuses do not take place," Johnston said.

Prefers Individual Operations

The MPEA official stressed that the industry would much prefer to operate overseas through individual companies but that in many cases the Association is essential.

Johnston pointed out that the Army wanted to keep films going to Japan, Korea, Germany and Austria as part of the reorientation effort, and that it was to the Army's interest to deal with a single agency such as the MPEA. As for the "Iron Curtain" countries, he declared, no individual companies could operate and MPEA had to make deals in each country to get American films distributed there. He emphasized that individual companies are operating in 40 foreign countries.

"I want to make it clear to you that the MPEA operates in no way to influence or control the domestic business of the American motion picture industry," he declared. "The export association interferes in no way with the number of pictures produced or the prices at which they are sold in the U. S. that's the last thing we would want to do. We believe in the fullest measure of competition—in full equality of opportunity for all."

Johnston stressed the film industsry's dependence on the foreign market, declaring that proportionately "our industsry is perhaps the largest export industsry in America today." He made a strong pitch on the importance of American films implementing American foreign policy abroad, and on this note won unanimous agreement from the committee members. Keating said that in his travels through Europe last year, U. S. officials everywhere told him films were the best medium for getting the American story across.

"The Webb-Pomerene Act has aided the American motion picture to do these things," Johnston said. "I think you will agree they are important—important to our country, important to all Americans."

In answer to questioning, Johnston said the industry tried to send to non-democratic areas only those films which are not inimical to the U. S. interest, but that he also believed that the showing of any American films was beneficial in some respects.

Johnston attacked the idea that bigness in business is in itself bad, and said the yardsticks should be whether a particular company is promoting fair competition and efficiency. If it is, he said, "I give that concern a sound bill of health." Big business is a natural result of the continuing expansion of the American economy as a whole, the MPAA head declared. He predicted the trend toward bigger concerns would continue as the economy continued to expand.

Wilson Sought D. C. Meeting: Johnston

Washington, Nov. 16.—Eric Johnston, Motion Picture Association of America president, said today that his coming meetings here with Harold Wilson, president of the British Board of Trade, were initiated by the latter. He said no agenda had been set for the meeting on Sunday.

5th & Walnut Again Tells Court Para. Findings Admissible

WASHINGTON, Nov. 16.—Fifth and Walnut, Inc., today told the U. S. Supreme Court that the Paramount case findings it sought to put in the record of its anti-trust suit against major distributors were not affected by the later findings submitted by the Justice Department.

In a brief answering a statement filed by the defendants on Monday, the Louisville exhibition company said that none of the findings it had proposed were modified by the later findings, "and it thus appears that the Department of Justice recognizes that the essential findings and conclusions offered by the petitioners were affirmed by this court and are final and settled and, therefore, are admissible."

Johnston-NAB Tieup

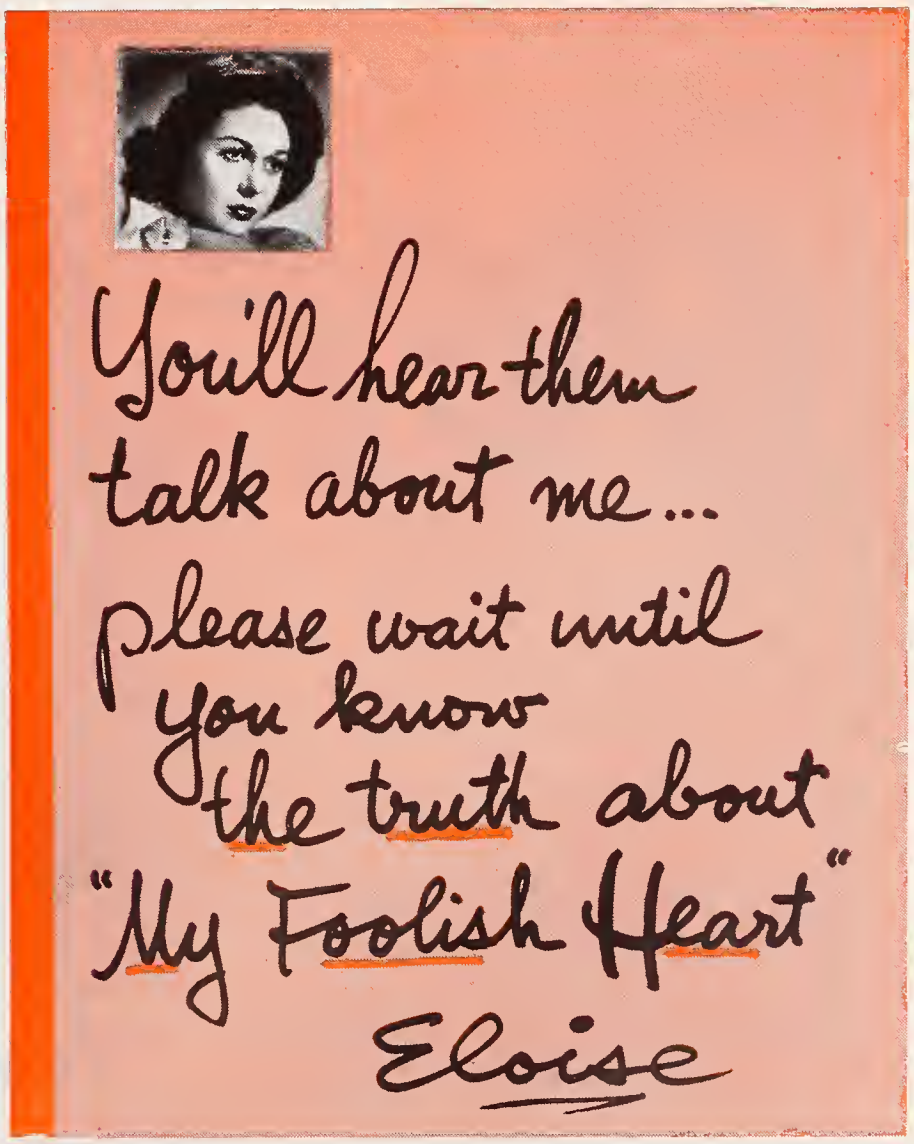
(*Continued from page* 1)

take time; they don't flare overnight," he added.

MPAA officials said that Ulrich Bell had mistakenly been announced as a member of the film industry committtee to work with an NAB committee on continuing the common efforts. Bell is an alternate for Charles Einfield of 20th Century-Fox.

Fox Midwest Seeks TV

KANSAS CITY, Nov. 16.—Fox Midwest has filed an FCC application for its recently-opened Orpheum Downtown Theatre for theatre television.



Cohen Sues

(*Continued from page* 1)

petition between the New Amsterdam as a "cosmopolitan theatre" in Times Square and the "neighborhood theatres" in the City of New York.

The action asks in addition to the $9,124,000 in triple damages, for a permanent injunction enjoining and restraining the eight distributor defendants from withholding and refusing to license their pictures to the plaintiffs after the Broadway run on a theatre-to-theatre basis irrespective of the RKO and Loew's pattern. It also asks that defendants be directed to negotiate in good faith with the plaintiffs after completion of the first-run without regard to the Loew's and RKO playing time, and that defendants be enjoined from entering into contracts, combinations and conspiracies with each other, the object of which is to deprive plaintiffs of their rights to negotiate.

Declares Contract Void

Declaring all contracts between the defendants illegal and void, the action claims that under a system of free and untrammeled competition, not subjected to illegal restraints by defendants, the plaintiffs would have been able to license for exhibition on first-run in the Times Square area when features were available, but by reason of illegal conspiracies and agreements among the defendants allowed Loew's and RKO to monopolize exhibition.

The plaintiffs, it is alleged, have been forced and compelled to exhibit the films in New Amsterdam according to a fixed pattern at the time dictated by the defendants.

The complaint charges that from 1937 to date the films of the "Big Eight" were necessary for the operation of motion picture theatres and the New Amsterdam cannot be operated profitably without their product.

Charges 'Fixed Pattern'

Complaint further charges that the "defendants acting in concert have conspired, conceived and planned to restrict interstate commerce in exhibition, to grant Loew's and RKO a monopoly of first-run in the City of New York, establish and maintain a fixed pattern and scheme for release and distribution of their films and to establish, maintain and fix run and clearance as Loew's and RKO dictated; to suppress, eliminate and destroy competition in procuring licenses for films and dividing the product between Loew's and RKO, thereby destroying other exhibitors' rights to negotiate for licenses, and to deprive individual exhibitors the right to negotiate on a theatre-to-theatre basis when the films become available."

The complaint also charges that Loews' and RKO used their huge purchasing power to compel the other defendants to refuse to serve independent exhibitors by failing to make available to exhibitors an inventory of films produced by Loew's and RKO. The complaint charges that the defendants have always refused to give the plaintiffs the opportunity to negotiate for first-run film when available and have forced the plaintiffs to conform and accept the picture playing pattern dictated by RKO and Loew's.

The complaint alleges that prior to the U. S. Supreme Court decision defendants agreed that none would license features at the New Amsterdam subsequent to their exhibition at the Loew's and RKO chains and then only with the set pattern.

After the decision, RKO, Warner Brothers, Fox and part of Universal, in purported compliance, began to license their features for exhibition at the New Amsterdam simultaneously with exhibition at neighborhood theatres comprising the RKO circuit (30 theatres) although still continuing their refusal to license films after the Broadway run. Loew's, Paramount, Columbia, United Artists and part of Universal did the same thing in November, 1948, in purported compliance with the decree, and began to license their features simultaneously with Loew's Theatres.

'Little Three' File

(*Continued from page* 1)

court's opinion in the case, the "Little Three" propose to enjoin themselves from: granting licenses where admission prices are stipulated; maintaining a system of clearances; granting clearance where there is no "substantial" competition; granting "unreasonable" clearance; entering franchise deals except with independent exhibitors in competition with affiliates; entering formula deals or master agreements; conditioning the licensing of one film upon the licensing of another or more; licensing except theatre-by-theatre and solely on competitive merits.

The decree proposals of Warners, Loew's and 20th Century-Fox are to be filed here today.

Atlanta Paper Offers Tie-Up in Magazine

Representatives of the *Atlanta Journal* are giving demonstrations in New York this week to film company advertising-publicity executives of a "package" promotion of new motion pictures through a tie-up with its Sunday magazine, combining publicity and merchandising with, of course, paid advertising. The *Journal* insists that the film be "worthwhile." Trade press representatives witnessed a demonstration at the 21 Club yesterday.

A display review, with several stills, appears in the magazine one week before publication of the advertisement. Theatre bookings are solicited by the publication by mail, telegraph and telephone, with exhibitors told of facets of the promotional tie-up. Subsequent to the ad, which stresses listings of theatres, towns and playdates, the production is given run-of-the-paper display. First to use the package was 20th Century-Fox's Charles Einfeld with "It Happens Every Spring."

Only Para. vs. Brandt

MOTION PICTURE DAILY erroneously reported that other distributors in addition to Paramount had percentage suits pending against Brandt Theatres, in yesterday's account of the motion granted Paramount for inspection of the defendants' books. Paramount is the only company now engaged in an action against the Brandt group. Previously, similar claims of 20th Century-Fox were settled by the Brandt theatres for $237,000.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 97 NEW YORK, U.S.A., FRIDAY, NOVEMBER 18, 1949 TEN CENTS

FCC Ends TV Frequencies For Theatres

Action Not a 'Freeze'; Doesn't Halt Cable Use

WASHINGTON, Nov. 17.—The Federal Communications Commission said today it would not issue any new authorizations to use radio frequencies for special theatre television showings until it has decided whether to hold hearings on film industry petitions for separate frequencies for large-screen TV.

The Commission order is not a freeze on all theatre television. Showings can still be put on if common carriers, wire or coaxial cable, are used rather than radio frequencies, or if the petitioner can prove the showing is part of a genuine experimentation program and not just another added attraction at the theatre.

Commission officials explained the purpose of the order is to keep people

(*Continued on page 7*)

Federation Drive Starts

Calling upon the amusement industry for an augmented effort in behalf of the Federation of Jewish Philanthropies .1949 campaign, George F. Dembow, National Screen Service vice-president and chairman of the division, announced that its quota has been set at $1,200,000 as against a city-wide Federation goal of $50,500,000. Fred J. Schwartz, 1948 chairman, introduced Dembow to industry leaders at a luncheon-meeting at the Hotel

(*Continued on page 7*)

MPA DeBra Defines Theatre Relations

The practical distinction between publicity, public relations and community relations as applied to the motion picture industry was defined by Arthur deBra, director of Motion Picture Association of America's community relations department, in a talk yesterday before the Publicity Club of New York at the Shelton Hotel. DeBra, who was guest speaker, talked on the

(*Continued on page 8*)

Distributors and Colosseum Reach Pact at Chicago

CHICAGO, Nov. 17.—Climaxing three series of negotiations held during the past 10 weeks in New York, New Orleans and Chicago, representatives of 11 distributors and the Colosseum of Motion Picture Salesmen of America today reached an agreement on amending the union's current two-year contracts, which still have a year to run.

Although at the conclusion of the final negotiations session today at the Blackstone Hotel both parties maintained strict secrecy as to the terms of the new agreement, it has long been a foregone conclusion that the union would emerge from the talks with a number of concessions from the companies. It had sought at the outset a 25 per cent wage boost for the 1,000 salesmen involved, together with increases in expense grants and advantages in connection with automobile ownership policy changes by the companies.

Deadlock characterized the talks until the recent entry of Federal Media-

(*Continued on page 6*)

Rank Business in Canada Undisturbed

TORONTO, Nov. 17.—Political and financial entanglements affecting some sections of the industry in England have echoed here with the release of statements of assurance that the British film situation in Canada is undisturbed and promising in spite of reported difficulties across the Atlantic.

President J. Earl Lawson of the J.

(*Continued on page 8*)

Add $1,002,000 to Col. Foreign Gross

Columbia has abandoned its policy of omitting from its fiscal reports gross film rentals of subsidiary companies operating in territories having foreign exchange restrictions on remittances of dollars to the U. S.

In consequence, the company has decided to include in its accounts for the last fiscal year $1,002,000 grossed in those territories. Former policy was in force one year.

20th's 39-Week Net Is $8,200,013; Devaluation Hits

Twentieth Century-Fox yesterday reported a net profit of $8,200,013 for the 39 weeks ended Sept. 24, after a write-off of $703,444 for the devaluation of foreign currencies in the latter part of September. The profit covers all subsidiaries, including National Theatres and the Roxy Theatre, Inc. It compares with a profit of $9,119,613 for the corresponding period of 1948.

Also included in the current profit statement is the settlement in the third quarter of the stockholders suit against four executive officers of Na-

(*Continued on page 8*)

Truman, Cabinet, Company Heads to Attend Opening of New MPAA Theatre

WASHINGTON, Nov. 17.—President and Mrs. Truman and the full Presidential Cabinet and their wives, along with the presidents of the Motion Picture Association of America member companies and their wives, will attend the grand opening of the MPAA's new theatre here Tuesday night, it was announced today.

The theatre, the Academia, adjoins MPAA headquarters, and will be used by MPAA companies and by the Association for special screenings before top-level Washington audiences. Outfitted with all of the latest equipment, it seats 71 persons.

After screening Tuesday, a formal party will be given for the Trumans, the Cabinet, industry officials, the White House staff, White House correspondents and trade press correspondents.

The film to be shown Tuesday is the DeMille-Paramount "Samson and Delilah." Each company nominated a picture, and the lucky one was drawn from a hat.

WASHINGTON, Nov. 17.—President Truman has requested prints of Paramounts "The Heiress" and "The Great Lover" to take on his vacation to Key West late this month, Paramount announced here today.

3 Majors Balk AtUSDemands On Licensing

Want Free Hand in Sales To Their Own Theatres

Warners, Loew's and 20th Century-Fox would be allowed to license product to their own theatres in any manner they see fit, and not on the "competitive merit" basis which has been demanded by the government, under the decree to be proposed by the three defendants in the industry anti-trust suit.

This, of course, would be for the period during which the trio remain as integrated companies. When divorcement is effected—if it is, ultimately—all selling would be theatre-by-theatre and picture-by-picture. The government, in its proposed judgment, told the U. S. District Court here that immediately upon entry of a decree the competitive selling provision should cover all the-

(*Continued on page 8*)

SAG Will Act Monday on TV

The Screen Actors Guild board will meet in Hollywood on Monday to decide what action the guild should take in view of the creation here on Wednesday of Television Authority by the international board of the Associated Actors and Artistes of America.

SAG and the Screen Extras Guild announced following Wednesday's meeting, at which they were represented, that they would not permit the Authority to represent SAG-SEG mem-

(*Continued on page 7*)

Ia.-Neb. Solons Line Up for Tax Repeal

OMAHA, Nov. 17.—Almost 100 exhibitors attending a meeting of Allied Theatre Owners of Iowa-Nebraska here yesterday were told that the two states' representatives in Washington comprise an almost solid block for repeal of the Federal admission tax.

While means of opposing the tax were prominent on the meeting's agenda, much time was spent attack-

(*Continued on page 6*)

Personal Mention

DORE SCHARY, M-G-M production vice-president, will speak at the Town Hall this morning on "Hollywood Yesterday, Today and Tomorrow." He will leave for the Coast later in the day.

•

JAMES B. HARRIS, Flamingo Films president, returned here yesterday from a tour of television stations in the South. DAVID L. WOLPER, treasurer, left here yesterday by plane for Salt Lake City, initial stop on a tour of the West.

•

DAVID A. LIPTON, Universal-International advertising-publicity director who will leave here Monday for the Coast, will return here in about six weeks.

•

STANLEY FORD, Frogmore, S. C.; MAX SHULGOLD, Pittsburgh; JOSEPH RICHOCEK, Toledo, and CHARLES KARR, Atlanta, were recent visitors at New York Variety Club.

•

EDWARD L. HYMAN, Paramount Theatres Service Corp. vice-president, and his assistant, SELIG J. SELIGMAN, are in Los Angeles from New York.

•

WILLIAM F. RODGERS, M-G-M sales vice-president, will return here on Monday from Chicago.

Royal Family, Crowds At 'Command' Show

LONDON, Nov. 17.—King George, Queen Elizabeth and Princesses Elizabeth and Margaret attended the Royal Command performance of M-G-M's "That Forsyte Woman" here tonight, with thousands jamming the Marble Arch district. More than 2,200 persons paid from $2.94 to $73.50 to see the show, with proceeds going to the Cinema Trade Benevolent Fund.

Contee Named 20th's Pittsburgh Manager

Gordon Contee has been promoted to branch manager for 20th Century-Fox in Pittsburgh by A. W. Smith, Jr., sales vice-president, effective, Monday, Nov. 28. He replaces Weldon Waters, who has resigned to enter his own business.

Contee has been sales manager of the company's Washington exchange. He joined the company in 1946.

Cassel Named MGM's Trinidad Manager

Alvin I. Cassel has been appointed manager of the M-G-M office in Trinidad, by Morton A. Spring, first vice-president of Loew's International Corp.

Cassel has been with M-G-M in South Africa for the past two years. His new post in Trinidad became vacant when Harry Bryman, manager there, was moved to Singapore.

Insider's Outlook

By RED KANN

THAT'S not the lull before the storm. That's the storm, and here are some of its howlings:

TOA and Columbia in a first-class hassle over "Jolson Sings Again" and the $64 question about advanced admission prices. TOA men from all over the land were pretty hot at their Hotel Astor powwow. But as late as Wednesday evening at the Motion Picture Pioneers dinner Abe Montague reflected Palm Springs, desert sunshine and no worry whatsoever.

TOA and Allied, which once traveled separate roads toward the same objectives, are as close as bride and groom on this one. So much so one could almost swap the labels on statement and resolution and come out with the same net result.

■

In fact, the wholesale change in the mood of TOA is something worth noting — and watching. Where trade practices were originally left for Allied oratory and action, there's now a switch. Print shortages, uniform clearances, competitive bidding, the strong position against advanced admissions and the move toward a general fair trade practice code represent militant attitudes reflecting an aggressive, not a supine, TOA. All of this places two aggressive national exhibitor associations in the field. The news is not news to the general sales managers.

■

Now that a major producer no longer can be an exhibitor, personalities and viewpoints are beginning to come out from under the wraps of the old allegiances. Sam Pinanski, Paramount theatre partner, is on his own. Bob Wilby, Paramount theatre partner, is selling out and will be on his own. At the turn of the year, Leonard Goldenson will be buying Paramount product for United Paramount Theatres, like any other theatreman.

■

The effects of divorcement are many, but this surely is one. Exhibitors are beginning to meet, to argue and to seek solution of their problems as simonpure exhibitors, not hybrids linked to the errors of production and the pressure of distribution.

What's happening with TOA is a clear manifestation that these new processes are at work.

THEN there's Max Cohen in a hell-raising mood, filing a $9,000,000 triple damage anti-trust suit against all the majors whose sales managers he knows very well, charging he can't buy first-runs for his New Amsterdam Theatre because the Loew and RKO circuits have got the Metropolitan New York situation tied up tighter than tight.

This one on the head of an earlier triple damage action for the same amount filed by Skouras Theatres and Metropolitan Playhouses against RKO Radio, RKO Theatres and the poppa company, Radio-Keith-Orpheum. Only three theatres are concerned, but the plaintiffs allege they were compelled to sell RKO a 50 per cent half interest when presumably they didn't want to.

A case of partner falling out with partner after 16 years.

■

And, also, the formal complaint lodged by the SIMPP with the Justice Department against Fox West Coast alleging the circuit has "ruthlessly eliminated competition in its areas of operation" and demanding action on its allegations.

While SIMPP seems to be burning, some London reports have Charles Skouras laughing.

■

Elsewhere: *In St. Louis,* Herman Levy, TOA's general counsel, foreseeing unrestricted competitive bidding fomenting an exhibitor "revolt."

In Los Angeles, the Southern California Theatre Owners Association charging unnamed Los Angeles exchangemen with owning stock in unnamed theatres and playing "footsie" with competitive bids by taking an unethical peek at offers before putting in their own.

In Washington, Eric Johnston endearing himself to the legal fraternity by telling a House sub-committee probing monopoly that lawyers run too many corporations, which is "certainly true of the motion picture industry."

■ ■

Headline in MOTION PICTURE DAILY:

NO INTENTIONAL LAW VIOLATIONS, SAYS JOHNSTON

It was observed yesterday that an axiom of the law is that ignorance of it is no excuse.

5 to Sift Distributor, Exhibitor Relations

Walter Reade, Jr., chairman of the Theatre Owners of America distributor-exhibitor relations committee, has named a sub-committee of five to sift the findings of the distributor-exhibitor relations and TOA executive committees, which had a two-day session here this week.

The sub-committee consists of Ted R. Gamble, chairman; S. H. Fabian, Leonard H. Goldenson, Robert W. Coyne and George Skouras, with Reade, Jr. an ex-officio member.

Mpls. Variety Lays Cornerstone Today

MINNEAPOLIS, Nov. 17.—Cornerstone of the new $1,000,000 Variety Club Heart Hospital to be constructed on the University of Minnesota campus will be laid tomorrow. Speakers will include A. W. Anderson, former chief barker; Ted Bolnick, chief barker, and Gov. Youngdahl.

The local Variety Club raised an initial $300,000 for the project and has pledged $25,000 a year towards operation of the hospital, which will have 80 to 85 beds, an out-patient department and extensive research facilities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD · DONNA REED
In "Chicago Deadline"
with June HAVOC · Irene HERVEY
Arthur KENNEDY
in Person
JO STAFFORD
JACKIE GREEN
PEIRO BROTHERS
Extra
PAUL WESTON
And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

June HAVER - Mark STEVENS
S. Z. "Cuddles" SAKALL
"OH YOU BEAUTIFUL DOLL"
20th Century-Fox Picture
Color by TECHNICOLOR.
And on the Stage:
TONY MARTIN - Salici Puppets
ROXY 7th Ave. & 50th St.

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THE PICTURE OF 1001 PLEASURES !

. . . 1001 ADVENTURES !

. . . 1001 DELIGHTS !

UNIVERSAL-INTERNATIONAL presents

MAUREEN O'HARA

PAUL CHRISTIAN

VINCENT PRICE

Baqdad

COLOR BY Technicolor

with JOHN SUTTON • JEFF COREY • Produced by ROBERT ARTHUR

Screenplay by ROBERT HARDY ANDREWS • Directed by CHARLES LAMONT

It's U-I's Holiday Hit!

THERE'S A "NIFTY 1950" AHEAD!

IDA LUPINO
Howard DUFF · Stephen McNALLY
WOMAN IN HIDING

Directed by MICHAEL GORDON

SOUTH SEA SINNER

Starring

Shelley WINTERS · Macdonald CAREY

Co-starring **HELENA CARTER**

Directed by BRUCE HUMBERSTONE

FRANCIS
DONALD O'CONNOR
Patricia MEDINA · Zasu PITTS · Ray COLLINS

and FRANCIS *the Talking Army Mule*

Directed by ARTHUR LUBIN

THE KID FROM TEXAS

color by TECHNICOLOR

Starring

AUDIE MURPHY · GALE STORM

Directed by KURT NEUMANN

BUCCANEER'S GIRL

color by TECHNICOLOR

Starring

YVONNE De CARLO · PHILIP FRIEND

Directed by FREDERICK de CORDOVA

MA and PA KETTLE GO TO TOWN

Starring

MARJORIE MAIN · PERCY KILBRIDE

Directed by CHARLES LAMONT

SIERRA

color by TECHNICOLOR

Starring

WANDA HENDRIX · AUDIE MURPHY
BURL IVES

Directed by ALFRED E. GREEN

OUTSIDE THE WALL

Starring

Richard BASEHART · Marilyn MAXWELL
Signe HASSO · Dorothy HART

Directed by CRANE WILBUR

HAPPY NEW YEAR *to* YOU...

HAPPY BOX-OFFICE FROM U.I.

and these TOP PRODUCTIONS from the Studios of J. Arthur Rank!

IN RELEASE

LAURENCE OLIVIER

presents

"HAMLET"

A TWO CITIES FILM

COMING SOON

STEWART GRANGER
JEAN SIMMONS

in

"ADAM and EVALYN"

A TWO CITIES FILM

IN RELEASE

Jean SIMMONS • Donald HOUSTON

in

"THE BLUE LAGOON"

color by TECHNICOLOR

Directed by FRANK LAUNDER
AN INDIVIDUAL PICTURE

COMING SOON

"THE ASTONISHED HEART"

by Noel Coward

starring

NOEL COWARD
CELIA JOHNSON
MARGARET LEIGHTON

A SIDNEY BOX-GAINSBOROUGH FILM

IN RELEASE

FREDRIC MARCH

in

"CHRISTOPHER COLUMBUS"

color by TECHNICOLOR

co-starring

FLORENCE ELDRIDGE • FRANCIS L. SULLIVAN
LINDEN TRAVERS • KATHLEEN RYAN

Directed by DAVID MACDONALD
A SYDNEY BOX-GAINSBOROUGH PRODUCTION

COMING SOON

ANN TODD

in

"MADELEINE"

Directed by DAVID LEAN
A CINEGUILD PRODUCTION

COMING SOON

Basil RADFORD • Joan GREENWOOD

in

"TIGHT LITTLE ISLAND"

The funniest picture that ever crossed the "Big Drink"

A MICHAEL BALCON-EALING
STUDIOS PRODUCTION

COMING SOON

MARGARET LOCKWOOD

in

"MADNESS OF THE HEART"

with

MAXWELL REED • KATHLEEN BYRON
PAUL DUPUIS

Directed by CHARLES BENNETT
A TWO CITIES FILM

Johnston Reports To Newsreel Men; Commends Job Done

WASHINGTON, Nov. 17.—Eric Johnston, Motion Picture Association of America president, reported his observations of European conditions made during his recent trip abroad to a meting of newsreel editors here yesterday. Johnston thanked his guests for the good work the reels have done for the nation and the industry here and abroad.

There was no discussion of newsreel problems and no airing of complaints. Prior to Johnston's departure on his last trip to Europe, newsreels recorded a statement he made but the footage was not used by any of the reels. Johnston explained yesterday that he would have liked to have seen the clip used because it identified him with ECA and would have helped clarify his European mission.

Reports published elsewhere that Edmund Reek of Movietone News had resigned as chairman of the MPAA newsreel committee were denied and described as completely without foundation.

Allen, Fisher Head Canadian Film Board

TORONTO, Nov. 17.—Gurston Allen of Premier Operating Corp. has succeeded Haskell Masters, general manager of Canadian Warner Brothers, as chairman of the motion picture section of the Toronto Board of Trade. The new vice-chairman is Frank H. Fisher, general manager of Eagle-Lion Films of Canada.

Executive members are: R. W. Bolstad of Famous Players Canadian Corp.; J. Earl Lawson, Canadian Odeon; A. W. Perry, general manager of Empire-Universal-Films; Nat A. Taylor, 20th Century Theatres, and William Redpath, General Films Limited.

The Board of Trade has drawn plans for a campaign to press for a substantial reduction in the Ontario amusement tax of 20 per cent.

'Hart Day' Marks 'Molly X' Premiere

CLEVELAND, Nov. 17.—Universal-International's "The Story of Molly X" had its world premiere at the RKO Palace Theatre here today, climaxing more than a week of advance promotional activity by Dorothy Hart and John Russell, stars of the film.

Miss Hart, a native of Cleveland, has been feted for the past week in a round of civic events, with today proclaimed "Dorothy Hart Day" by Mayor Thomas A. Burke.

Embassy Re-opens Today

The Broadway Embassy Theatre, former newsreel showcase, will reopen today with Eagle-Lion's "Quartet." More than $50,000 has been spent in redecorating and refurnishing the house, W. French Githens, president of the Embassy, has announced.

'Pinky' Opens Big

ATLANTA, Nov. 17.—Darryl F. Zanuck's "Pinky," 20th-Fox, which opened at the 2,350-seat Roxy Theatre here today, at regular scales, showed a first day's gross of $3,400, believed to be a house record.

Reviews

"Holiday Affair"

(RKO Radio)

EXHIBITORS and theatre patrons who are inclined to identify Robert Mitchum with melodramas having a strong undertow of tenseness and violence will find the actor in a refreshingly different type of film this time. And he looks good against this unfamiliar background. As a matter of fact, in "Holiday Affair," Mitchum's well-known acting mannerisms call to mind those of Bing Crosby—not that there is evident any attempt at emulation, but simply because this quiet drama of domesticity, with its full focus on Christmastide doings, tends to identify Mitchum's style with Bing's. The exhibitor who books Don Hartman's production for showing during the Christmas season will be making a smart move. Yet, it isn't exclusively a Yuletide picture, for it deals with the standard sort of sugary sentimentality that is known to hold high favor with family audiences at any time of the year.

Isobel Lennart's screenplay is about a romantic triangle involving impecunious Mitchum, pretty widow Janet Leigh and rising attorney Wendell Corey. At times there is a quadrangle, the fourth member being a precocious six-year-older named Gordon Gebert, who plays Miss Leigh's son in most beguiling fashion. Corey, a well-meaning fellow whom Miss Leigh "likes" but does not "love" had been her boy friend for two years when she meets Mitchum during the Christmas shopping rush. Ultimately she, Mitchum and the youngster leave New York behind for a happy future in California. Although this finale comes as no surprise for the audience, the human interest complications that unravel previously make for very pleasant entertainment. Performances are imbued with warmth and feeling, and Hartman's intelligent direction lends the dialogue-heavy story the pace it needs to keep from bogging down. Rounding out the cast are Griff Barnett, Esther Dale, Henry O'Neill, Henry Morgan, Larry J. Blake and Helen Brown.

Running time, 87 minutes. General audience classification. Release date, Dec. 24.

CHARLES L. FRANKE

"The Story of Molly X"

(Universal-International)

AGAINST a background of explosive action, "The Story of Molly X" recounts the stormy career of a gun moll and her eventual regeneration. June Havoc heads the cast as the girl of the title, with support coming from John Russell and Dorothy Hart. The picture fits nicely into the classification of entertaining melodrama, with a good exploitation angle provided by authentic background sequences taken at the California Institution for Women at Tehachapi.

The story opens with Miss Havoc plotting a series of robberies to be carried out with the buddies of her late husband. With such hard assurance does Miss Havoc handle herself that the men never question her superiority for such an unladylike enterprise as burglary. Robberies are carried out one after another. In the course of a talk with a confederate, Miss Havoc learns that he murdered her husband. Without further ado she shoots him, and this proves the beginning of her undoing.

The screenplay, written and directed by Crane Wilbur, has Miss Havoc arrested for robbery but not for murder, as the incriminating gun cannot be found. It is here that the dead man's sweetheart, Miss Hart, sets out to find the gun and thus put the noose around Miss Havoc's fragile neck. In the meantime a rebellious Miss Havoc is remanded to the California Institute for Women where she gradually is rehabilitated into a responsible citizen. Presently she is released, but then the murder weapon is found. Just when it seems she is about to face conviction for murder, it turns out that it was not her gun that killed the man, but the gun of another. Thus the way is completely paved for Miss Havoc to start out afresh again. Elliott Lewis portrays the man who is killed and Russell plays the role of Miss Havoc's gangster aide. Aaron Rosenberg produced.

Running time, 82 minutes. Adult audience classification. For November release.

MANDEL HERBSTMAN

"Tight Little Island"

(Rank-Universal-International)

THE BRITISH poke fun at human foibles again in "Tight Little Island." A J. Arthur Rank film, produced by Michael Balcon and directed by Alexander Mackendrick, it compares favorably with other British comedies which have done reasonably good business on this side of the Atlantic.

The British tradition of taking a "nip" is in the spotlight here. In this case, the Hebridean island of Todday, inhabited by a happy people with simple tastes and pleasures, is plunged into gloom bordering on mourning, when the supply of whiskey runs out. The British Isles are in the midst of expecting a German invasion, and the prospects for a replenishment of the supply are very dim.

The picture changes overnight when a ship, loaded with 50,000 cases of spirits, founders on nearby rocks. The town rejoices and plans are made to unload the cargo. However, as in any comedy, the goal is not to be reached that easily, and before the fadeout, the natives have quite a time trying to outwit an over-zealous home guard commandant and British customs men. Everything turns out fine in the end, after a series of solid comedy situations, aided and abetted by a good script loaded with puns.

It is essentially a dialogue comedy and should bring a good amount of enjoyment to the followers of British farce. The acting is in competent hands with Basil Radford, Catherine Lacey and Bruce Seton in the leads. "Tight Little Island" has its dull moments, but the humor that follows make up for such deficiencies.

Running time, 81 minutes. General audience classification. For December release.

Frisina Sets Nine Drive-in Theatres

Chicago, Nov. 17. — Plans for the construction of nine drive-in theatres have been set by the Frisina Amusement Co. of Springfield, Ill. First will be a 750 car drive-in at Shelbyville, with others scheduled for Litchfield, Olney, Springfield, Taylorville and Lawrenceville, all in Illinois, and Keokuk, Ia., Hannibal and Mexico, Mo.

Urges Drive-ins to Associate with Allied

DENVER, Nov. 17.—Emphatic belief that drive-in theatres should join Allied States was voiced here by John Wolfberg, who, with his father, operates four along with three regular theatres in Denver. He is also president of Allied Rocky Mountain Independent Theatres and a vice-president as well as being on the board of directors of the National Association of Independent Drive-in Theatres.

Colosseum Pact

(*Continued from page* 1)

tor Thomas J. Cleeland of Chicago. It had been understood that the union would refrain from threatening a strike unless it became evident that it stood no chance at all of winning some or all of its demands through negotiation. At no time, however, did the union issue a strike threat; hence, the assumption that the union has gained advantages is regarded as valid. The union exerted particular pressure during the negotiations for an increase from $70 to $85 per week in the salary minimum for film salesmen.

Terms of the new agreement will be submitted by the Colosseum negotiators to the union's convention on Nov. 25 in Kansas City for ratification, according to Colosseum attorney David Beznor.

IA.-Neb. Allied

(*Continued from page* 1)

ing Columbia's sales policy on "Jolson Sings Again."

Sen. Hugh Butler of Nebraska was scheduled to report to the meeting on possibilities of repeal of the admission tax, but he was outside the state and was unable to attend. The meeting was advised, however, that all Iowa and Nebraska senators and representatives are committed to repeal of the tax except Eugene D. O'Sullivan, Democratic representative from Omaha, who has not announced his stand.

It was decided that each individual closest to a member of Congress from either state should continue to provide information to his governmental representative and urge action.

Parole Revocation Stays

NEW ORLEANS, Nov. 17.—The United States Fifth Circuit Court of Appeals has upheld the revocation of parole of New Yorkers Louis Compagna and Charlie Gioe who were sentenced to serve 10 years each for violating the anti-racketeering law in connection with the use of threats of labor trouble against film producers.

Ascap Extends Free TV Pact

American Society of Composers, Authors and Publishers has extended to Nov. 30 the previous deadline for the use of its copyrighted music on television without cost.

The extension applies to local stations pending an agreement on a per-program royalty scale. An agreement on blanket royalties was reached recently.

All agreements are subject to Ascap obtaining television rights from its members for an extended period. It has not yet been decided which procedure should come first, whether the rights should be obtained prior to reaching final rate agreements or whether the rates should be negotiated and then offered to Ascap members along with the request for the assignment of their long-term television rights to the Society.

Representatives of Ascap and attorneys for motion picture companies will meet here tomorrow to discuss informally with Sigmund Timberg of the anti-trust division of the Department of Justice, Washington, various phases of the proposed amended consent decree which Ascap is negotiating with the government. The meeting originally had been planned for Washington but was transferred here at the request of local principals.

Federation Drive

(*Continued from page* 1)

Astor here yesterday. Of the industry quota, $400,000 is allocated to the maintenance fund, and $800,000 to the Federation's building fund. The division's maintenance fund quota is the same as last year.

In view of the increased needs of Federation, necessitated by its building fund, Dembow explained that the industry would be asked to give to the maintenance fund in the same amount as last year, but asked that double that amount be added to their contributions for the building fund. The payment of the building fund contribution may be distributed over three years with the full amount pledged, and only a portion of it paid this year.

Dembow also announced the committees for the drive, and pointed enthusiastically to the acceptance of Spyros Skouras of the chairmanship of the corporate gifts committee. William Brandt of Brandt Theatres and John Chapman, drama editor of the *Daily News,* head the legitimare theatre committee.

Si Fabian, William Brandt and Barney Balaban in brief talks offered their full support to the drive. Jack Meadow of the law firm of Meadow, Mann and Clyne outlined the objectives of the Federation's 1949 drive.

Dembow called upon committee chairmen for meetings within the next two weeks. Co-chairmen of the division are Balaban, Harry Brandt, Jack Cohn, Fabian, Leopold Friedman, Arthur M. Loew, Charles C. Moskowitz, Herman Robbins, Abe Schneider, Samuel Schneider, Fred J. Schwartz and Albert Warner.

Joseph Levinson, 80

SEATTLE, Nov. 17.—Joseph Levinson, 80, operator of one of Seattle's first motion picture houses, died recently at his home at Los Angeles, it was learned here today.

U. S. Reports a New High In Admission Prices

WASHINGTON, Nov. 17.—Admission prices for both adults and children in large cities rose during the third quarter of 1949, the adult prices setting a new record, according to figures released today by the U. S. Bureau of Labor Statistics.

The adult admission price index rose 2.4 per cent during the quarter, and at the end of September was 74.3 per cent above the 1935-39 base period. The previous high was 72.7 per cent at the end of March.

The children's price index rose during the July-August-September period from 56.1 per cent above the base period to 57.0 per cent above the base. The high is 66.5 per cent at the end of March.

The combined adult-child admission price index hit a new high as a result of the adult admission price rise, going from 69.8 per cent above 1935-39 at the end of June, to 71.9 per cent at the end of September. The previous high was 71.8 per cent at the end of March.

All three indexes had dropped during the second quarter.

The Bureau's figures are collected every three months in 18 large cities, and then adjusted to represent average price trends in the 34 large cities in which the Bureau collects retail data.

FCC Ends

(*Continued from page* 1)

from making large investments in equipment designed to use radio frequencies for theatre television and then being caught short if the FCC should subsequently decide against making frequencies available.

Industry attorneys claimed, and FCC officials admitted, that the announcement was in effect an admission that a hearing will eventually be held on the industry's petitions.

Action Expected

Some industry attorneys said the FCC action was expected, and that it would not have any great effect on exhibitors who have already used theatre television, since they can continue to do so by using coaxial cable. Moreover, Paramount and 20th Century-Fox have experimental licenses good until Jan. 3, and these can be renewed if the companies can prove they are using their theatre TV showings as part of a full-scale campaign of research and experimentation. The companies are scheduled to submit reports to the FCC on this, 20th-Fox probably on Monday, and Paramount sometime next month.

"All the FCC is saying," said Marcus Cohn, Theatre Owners of America television adviser, "is that the industry is either going to have frequencies or it's not going to, and we'll decide that later. In the meantime, we don't want a lot of guys pouring money into equipment they may not be able to use. It's definitely not a freeze on theatre TV. We can still use cable."

Sees 'Misunderstanding'

The FCC announcement said that in recent weeks the Commission has issued frequencies for theatre television because the applicants had made commitments prior to filing. (Presumably this referred to an application from Comerford's West Side Theatre, Scranton, Pa., to show the world series. At first it was denied. Later it was granted, without any FCC reason for the reversal of policy.)

All this, the FCC continued, has been a result of a misunderstanding of Commission policy, and it should be cleared up now.

The Commission has under consideration petitions recently filed by several TOA members, requesting a rule-making proceeding looking toward the establishment of theatre television service and the allocation of frequencies.

"The Commission considers that to continue to grant new theatre television authorizations before a final decision is reached on whether or not to establish such a service might be misleading to the public and to persons contemplating investment in the proposed service. Accordingly such authorizations are no longer to be issued," the Commission said.

Coast SPG to Hear Kram

HOLLYWOOD, Nov. 17. — Stanley Kramer will address the Screen Publicists Guild as principal industry speaker at the Guild's third annual panhandle dinner to be held on Nov. 30 at the Hollywood Athletic Club.

Short Subject

"MacArthur's Japan"

(*March of Time-20th-Fox*)

An up-to-the-minute report of what is going on in Japan under American occupation is the basis of the latest March of Time offering. The subject is presented in the usual efficient MOT format.

The film shows how the American occupation, under the command of General MacArthur, is encouraging the Japanese to govern themselves, and introduce democratic reforms in many fields of social, political and eduucational life. Also offered are some intimate glimpses of the Emperor and his family. As customary, a provocative narration accompanies the pictorial report. Running time, 17½ minutes.

SAG on TV

(*Continued from page* 1)

ber performers in films made for television.

SAG assistant executive secretary Kenneth Thompson said here yesterday that it is likely the Coast board meeting will set arrangements for protecting Guild members' rights in the event that Television Authority takes steps contrary to those rights. Thompson pointed out that the Eastern talent unions' creation of the Authority over the objections of the two Coast guilds was by a resolution that "specifically withholds action on the issue of jurisdiction."

Union Shop Voting Starts Here Monday

Union shop elections, called for by the Taft-Hartley Law, will get underway in film companies here on Monday, the Screen Publicists Guild disclosed yesterday.

First two companies to hold elections will be Columbia and Universal - International. These will be followed by Loew's, M-G-M and Republic within a few days. The remainder will elect within 10 days.

B. & K. to Use 'Vaude' To Stimulate Grosses

CHICAGO, Nov. 17.—Balaban and Katz, in an attempt to revive a general decline in theatre attendance, will experiment for two weeks with stage shows at the Uptown, Marbro and Southtown theatres, beginning Dec. 23. The shows will consist of a stage band and acts combined with a top feature, each show to play a full week. The three houses now show double features. It is likely that if the stage-screen policy is a success, other outlying B. and K. theatres will follow suit at some later date.

D. C. Projectionists' Wage Talks Stymied

WASHINGTON, Nov. 17.—Wage increase negotiations between District of Columbia theatres and operators have reached a temporary impasse, according to A. Julian Brylawski, Warner Brothers real estate head here and chief negotiator for the exhibitors.

Claim 'Idol' Record

"The Fallen Idol," SRO release, is claimed to have grossed $4,800 in its first two days at the Sutton here, reportedly a record for the house.

Review

"Tell It to the Judge"

(Columbia)

ROSALIND RUSSELL is doing what she always does well—and perhaps best—in "Tell It to the Judge": the sophisticated, well-dressed damsel mixed up in brittle and not necessarily believable comedy situations climaxing in the happy ending. She is a first-rate comedienne who knows the importance of timing and treats it with the professional respect it deserves. As her opposite number this time she has Robert Cummings who does especially well as the outraged and presumably penitent husband doing handsprings to salvage a marriage heading for the rocks.

It would take diligent research to calculate how often the basic gags in "Tell It to the Judge" have rendered Hollywood service. They are all familiar—the business of falling in and out of a rowboat, the Pullman car sequence in which Cummings finds himself shy of clothes, the rhumba routine involving Miss Russell and Gig Young, the innocent "other man"; the footage about the pills which put a reluctant Cummings to sleep. But old and familiar as they are, nevertheless they hold up surprisingly and are sufficiently well handled by director Norman Foster and played by the principals to give this attraction enough belly-laughs to assure audience satisfaction and a reasonably good time for all.

Miss Russell is telling husband-lawyer Cummings he has stepped out with a blonde. He insists she was merely a witness in one of his cases. Their marriage thus is in danger, but Cummings does not want it that way and does his best to re-establish the old order. Actually, Miss Russell wants a return of the *status quo*, too, but incident and circumstantial evidence, abetted by Harry Davenport, Miss Russell's grandfather who wants her to proceed with a career as a Federal judge, clutter the way until it is time for the closing scene. Things get involved, impassable and practically impossible, but they work out.

"Tell It to the Judge" will please without need to call out the gendarmes. Buddy Adler produced. Nat Perrin wrote the script from a story by Devery Freeman, and Roland Kibbee did additional dialogue. Nice support comes from such players as Marie McDonald, Douglas Dumbrille, Fay Baker, Katharine Warren, Young and Davenport.

Running time, 87 minutes. General audience classification. Release date, not set.

RED KANN

Rank Business

(Continued from page 1)

Arthur Rank Organization of Canada declared that the Canadian business of Rank's interests was at a very satisfactory level, emphasizing that operations had been under distinct Canadian management since the outset. Gross and net earnings of Canadian Odeon theatres in the first nine months of 1949 exceeded those of the same period last year while the postwar construction program in the Dominion has been completed.

3 Majors Balk

(Continued from page 1)

atres, even the companies' own subsidiary circuits.

The three companies make their position on the subject known in a draft of a proposed judgment which they sent to the Justice Department yesterday, this with the understanding that some possible changes will be allowed up to Nov. 25. The decree proposals were due in final form yesterday but the Department was sympathetic to the companies' request for a little more time because some of the attorneys were pressed with other business.

Attorneys here say that the fact that RKO is required to sell to its own houses on a competitive basis has no bearing on their postion for the reason that RKO made this concession in turn for its six months' divorcement extension. The Paramount consent decree allows that company to license to its own theatres non-competitively.

As reported in MOTION PICTURE DAILY last Wednesday, the three defendants also are at odds with the government on the amount of time they should be given to consummate divorcement, as called for by the court here. The companies want five years; the government has demanded a period not to exceed 18 months.

MPA's deBra

(Continued from page 1)

subject "Why Community Relations Activities Make Headlines."

DeBra used the children's film library, preview service and other MPAA activities as practical illustrations of effective community relations.

Other MPAA guests at the meeting were Majorie G. Dawson, associate director of MPAA community relations department, and Al F. Corwin, director of information of MPAA's New York office.

Variety Club Plaque Awarded to Jolson

Washington, Nov 17.—Al Jolson will be honor guest Saturday at a dinner in Washington's Hotel Statler, at which Secretary of Defense Louis Johnson will present him with the local Variety Club plaque hailing him as the "show business personality of the year." A sculptured bust of Jolson will be the first to be placed in the Variety Club's newly-created "Show Business Hall of Fame."

Claim Lower Costs on New Tape Recorder

Reduced production costs of television and motion picture films are promised by the Fairchild Recording Corp. of Whitestone, N. Y., with the development of new synchronous magnetic tape recording and playback equipment. Time and labor costs are said to be lowered by the speed-up of production that is reputedly accomplished with the instantaneous playback of sound tracks. If it is necessary to "retake" the sound it can be done at once and checked before the cast, crew and sets are disbanded, it is claimed.

20th-Fox Net

(Continued from page 1)

tional Theatres and subsidiaries in the amount of $700,000.

After deducting dividends on prior preferred and convertible preferred stocks, the 1949 profit amounts to $2.80 per share on the 2,769,124 shares of common outstanding. After deducting dividends for the 39 weeks of 1948, earnings amounted to $3.12 a share on 2,769,100 shares of common then outstanding. Preferred dividends for the 1949 period amounted to $421,881, while in the 1948 period they were $463,477.

Film rentals and theatre receipts, etc., for the 1949 and 1948 periods were, respectively, $123,929,453 and $121,432,769.

Consolidated net profit for the third quarter ended Sept. 24, after all charges, was $2,504,334, or 85 cents per share on the common stock after dividends on prior and convertible preferred stocks, compared with third quarter earnings in 1948 of $2,224,954 or 75 cents per share of common, after providing for preferred dividends. Earnings of the second quarter of 1949 were $2,677,943.

Amortization of film costs in the 1949 39-week period was $41,038,964, compared to $38,719,129 for 1948.

20th-Fox Quarterly Dividends Of $1.12½, 37½c and 50c Set

Board of directors of 20th Century-Fox yesterday declared a quarterly cash dividend of $1.12½ per share (or the equivalent in sterling at the rate of exchange on date of payment to holders of record residing in the United Kingdom) on the outstanding prior preferred stock, payable Dec. 15, to stockholders of record on Dec. 1.

A quarterly cash dividend of 37½ cents per share was declared on the outstanding convertible preferred stock, and a quarterly cash dividend of 50 cents per share was declared on the outstanding common.

Features In Review

"Without Honor"

(Hakim—United Artists)

AS names go, "Without Honor" is equipped substantially enough, the performers including Laraine Day, Dane Clark, Franchot Tone, Agnes Moorehead and Bruce Bennett. As for saleability of the picture, they partially make up for the deficit in entertainment value.

The film unfolds like something Proctor and Gamble might offer the housewife as afternoon radio fare, what with the dialogue intoned as though every word abounded in meaning and with key characters almost constantly on the threshhold of disaster. It is a wordy affair which labors for tense dramatic effect and for want of more adept writing and staging succeeds at times only in taking on the appearance of satire.

James Poe's original screenplay presents Miss Day as the neglected wife who carries on with another man. The latter is Tone who, curiously, appears only briefly in the first few sequences. His end comes as Miss Day, having been told by him that her love is unrequited, attempts suicide in her home. In an attempt to prevent this, a knife penetrates his chest and with the blood flowing he staggers from the kitchen to the laundry room where he slumps to the floor.

With the door shut on Tone, the scene shifts to the living room and a meeting of all the principals connected with the Day-Tone affair—his wife, her husband and her scheming brother-in-law. The show-down was arranged by the brother-in-law, Clark, to break up Miss Day's marriage.

After a full measure of conversation, the distraught Miss Day tells the group that she murdered Tone, as she thought, but upon investigation it is discovered he made his way to a hospital and will recover. In a fit of hysteria Miss Day slashes her wrist in another suicide attempt. She, too, apparently is on the way to recovery as the film ends.

Robert and Raymond Hakim produced and Irving Pichel directed. Upon the final fade-out, it would not be too incongruous if an admonishing voice were heard to say, "tune in tomorrow for the next thrilling chapter of 'Without Honor.'"

It is not appropriate for children.

Running time, 76 minutes. Adult audience classification. Release date, Oct. 21.

GENE ARNEEL

"Project X"

(Film Classics)

COMMUNIST activities in the U. S., particularly with reference to attempts to steal atomic secrets, are portrayed in this Edward Leven production in straight cops-and-robbers terms for the most part. The film is a decidedly modest effort starring a trio of unknowns, but considering the evidently meagre budget on which it was made it shapes up as a pretty fair entry for those houses that depend heavily on vivid theatre-front displays to bring in the customers.

After opening with a cursory verbal examination of the nature of Communist infiltration into American college student organizations, etc., the screenplay, by Gene Hurley and Earl Kennedy, settles down to a series of dialogue sequences in a nightclub, a couple of offices, an apartment and a barber shop. With an occasional flourish of action in the form of swinging fists or the pushing around of a pretty girl, the transparent story tells how a young physicist is blackmailed by an erstwhile friend, a Communist, into "cooperating" in a plan to steal atomic energy secrets.

Actually, the physicist, who is "hep" to Red tactics, reports the blackmail attempt to a U. S. government agent and himself becomes an undercover agent dedicated to rooting out the spys. He does a first-rate job, of course, and wins the love of a glamorous nightclub entertainer besides. Principals Keith Andes, Rita Colton and Jack Lord handle their roles well considering the limitations imposed by the script. Edward J. Montagne directed, and additional dialogue was contributed by Joyce Selznick and Mitchell Johnson. The picture was made entirely in New York, and winds up with a lively automobile chase across town.

Running time, 60 minutes. General audience classification.

C. L. F.

"Satan's Cradle"

(Krasne-United Artists)

LATEST in the Cisco Kid series compares favorably with any of its predecessors. Duncan Renaldo again has the lead in "Satan's Cradle," with Leo Carillo as his sidekick in Philip N. Krasne's production, which Ford Beebe directed. The film has its light moments with the usual measure of action, all calculated to score.

Opening with the two heroes going to the defense of a preacher who was roughed-up by a gang of crooks running the town, the picture soon gets going with Renaldo and Carillo putting the thieves in their place at every opportunity. Also mixed up in the proceedings are the usual gambling joint, the shady lady with a heart of gold, and the host of standard Western characters. Ann Savage has the feminine lead, with supporting players including Douglas Fowley, Byron Foulger, Buck Bailey and George De Normand.

Running time, 60 minutes. General audience classification.

"The Facts of Love"

(Oxford Films)

IN a situation comedy of British suburban family life, Sydney Box once more displays his experienced touch as producer, as well as co-author of the screen play with Muriel Box. Although the names of Gordon Harker, Betty Balfour, Jimmy Hanley, Jill Evans and Hubert Gregg will probably not be familiar to many American movie-goers, once in the theatre they will be thoroughly captivated by their skillful tongue-in-cheek portrayals of typical middle-class Britons at home, on vacation and—in love.

Based on a story by Denis and Mabel Constanduros, the plot concerns the crucial events in the lives of each member of the Robinson household during Papa Robinson's vacation. Mr. and Mrs. Robinson (Gordon Harker and Betty Balfour) plan a Mediterranean cruise with their daughter, Jill Evans. When daughter Joan suddenly announces her engagement and begs off accompanying them to be with her fiance, Hubert Gregg, they disconsolately set out alone and sneak off to the familiar seaside resort where they have spent many a previous vacation. There ensues a hectic on-again, off-again romance between daughter and fiance, a near-seduction of young Peter Robinson (Jimmy Hanley) by an older woman, and even the maid gets involved romantically. With the unexpected return of the elder Robinsons there is a final flare-up of emotions and the situation is ultimately resolved to everyone's satisfaction, including the audience's, and with generous laughter.

Under the direction of Henry Casa every member of the cast turns in a sparkling performance. It is strictly adult entertainment, much of the humor deriving from innuendo, and some of the situations bordering on the risque.

Running time, 82 minutes. Adult audience classification. Oct. 28 release.

DOROTHY ALTMANN

"Square Dance Jubilee"

(Lippert Productions) *Hollywood, Nov. 17*

THE television theme of "Square Dance Jubilee" provides both story framework and entertainment in this case, serving talent scouts Don Barry and Wally Vernon the opportunity to head out West to Prairie City in search of authentic Western talent to be used in a Spade Cooley "TV" show. At this point, the film reverts to Western formula by having the pretty young ranch gal, Mary Beth Hughes, lose some cattle to a slick rustling varmint, played by John Eldredge.

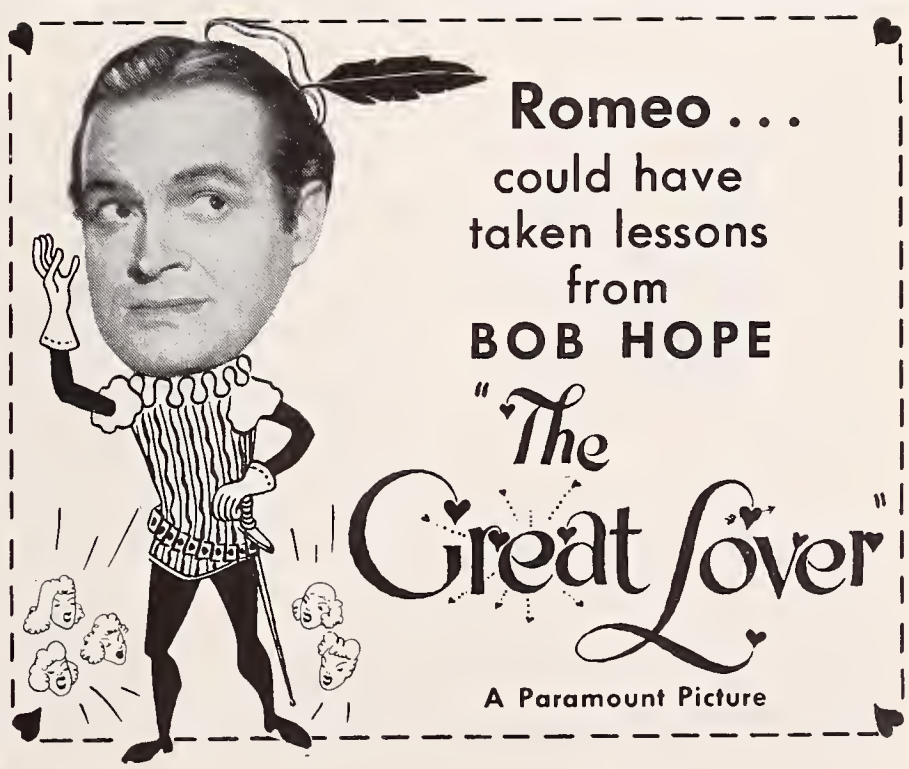
In the light of the current square dance craze, both city and hamlet should provide an eager audience for "Square Dance Jubilee," particularly since the astutely practical Lippert firm has thrown in a generous amount of television and standard Western plot for good measure.

It is in the villain's saloon that Don and Wally stage their television talent hunt, while Eldredge attempts further cattle rustling after shooting Miss Hughes' ranch foreman. The two-fisted hero, of course, foils his plot and rounds him and his henchman up for the sheriff to haul off to the pokey.

If there is anything palpably wrong with "Square Dance Jubilee," as produced by Ron Ormond and directed by Paul Landres, it might be considered proof of the adage that one can get too much even of a good thing. The several components of the film, its television device, Western plot and a bagful of songs and acts, take on such crowded form that each loses a certain amount of identity and sometimes detracts from the overall rather than adding to it.

The smash-bang variety show ending brings to the screen a host of fine entertainers, including Cowboy Copas, The Broome Brothers, Smiley and Kitty, The Elder Lovelies, Claude Casey, Britt Wood and Dana Gibson. Many of the songs are excellent material particularly Al Gannaway's "The Gal with Mink Blue Jeans."

Running time, 79 minutes. General audience classification. For Nov. release.



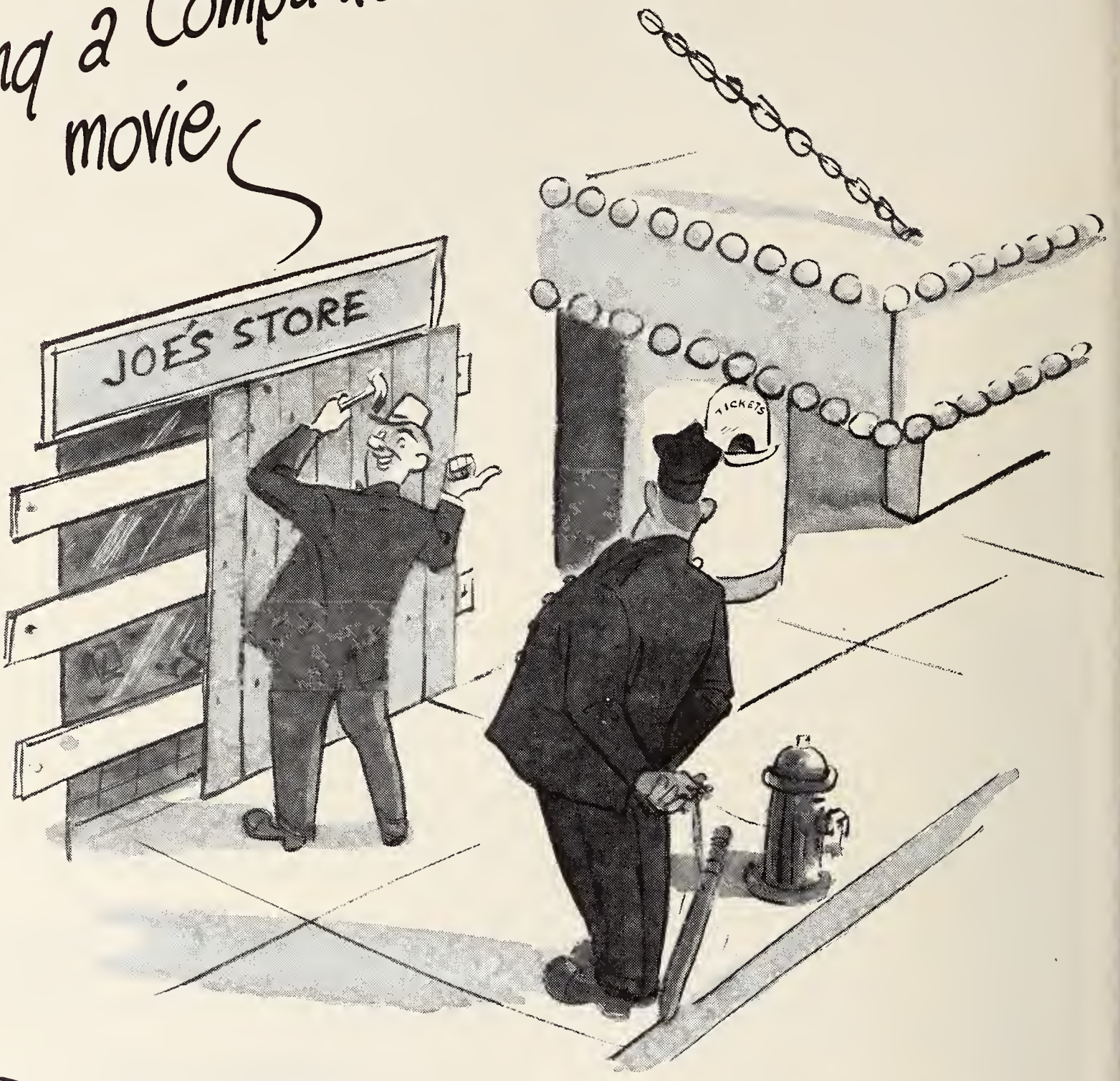
$8,524,338 ABC Sales

Gross sales of American Broadcasting and subsidiaries for the quarter ended Sept. 30 totalled $8,524,338, ABC reports. The amount is less discounts, returns and allowances.

New One for Dickson

DICKSON, TENN., Nov. 17.—Construction is set to begin by January on a new 950-seat theater on Main Street by Dickson Theater Corp. Speight and Hibbs are the designers.

Tomorrow they're showing a Companion-approved movie



Times Square on election night? Not a patch on Main Street when the latest COMPANION-approved movie comes to town! Sure that's why movie-makers who know their box office invest in more pages of advertising in the COMPANION than in any other woman's service magazine!

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 250 PARK AVENUE, NEW YORK 17, N. Y.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 98 NEW YORK, U.S.A., MONDAY, NOVEMBER 21, 1949 TEN CENTS

3 More Months For RKO on Dissolutions

Must Sell Two, Set Plan For Partners by Feb. 16

Federal Judge Augustus N. Hand on Friday gave RKO an extension of three months for relinquishing two of its first-run theatres in Cincinnati and the same additional time for either dissolving its partnerships with outside exhibitors or putting into effect any one of three plans looking to such dissolution.

Among the divided-interest properties involved are Trenton-New Brunswick Theatres, N. J., 50 per cent of which is held by RKO; Metropolitan Playhouses, New York, in which RKO has close to 20 per cent interest, and a Skouras partnership in Newark.

The RKO-proposed order for the added time was presented to Judge Hand in his chambers by attorney Roy W. McDonald. The Department of Justice offered no objections. The original deadline for the dissolutions

(*Continued on page* 15)

$1,919,228 RKO Profit

Consolidated net profit of $1,919,228 for the first nine months of 1949 was reported by RKO at the weekend, this including $1,505,472 on the sale of capital assets, primarily its stock in the two Butterfield circuits in Michigan.

The corporation had a net loss of $356,024 for the corresponding period in 1948, including provision for esti-

(*Continued on page* 15)

New Theatre Supply Firm in New England

BOSTON, Nov. 20.—A new company, American Theatres Supply Corp., is being formed here to service all theatres controlled by American Theatres. Operations will commence on Jan. 1.

The new firm also will sell supplies to other theatres and circuits. Principally, however, it will purchase supplies, do maintenance work and serv-

(*Continued on page* 15)

Bishops Flay Both U.S. and Foreign Immoral Pictures

WASHINGTON, Nov. 20.—Films released during the past year—both foreign and domestic—were "morally the most offensive, in both numbers and quality" in the history of the Legion of Decency, the annual conference of Catholic Bishops was told here on Friday.

In a report to the conference, the Most Reverend William A. Scully, chairman of the Episcopal Committee on Motion Pictures, made a scathing criticism of the moral quality of present-day films. He voiced his "deep concern" over the situation, and urged the Bishops to follow more closely the Legion of Decency listings and to push the annual pledge made by Catholics to support and patronize only Legion-approved films.

U. S. films came off slightly better

(*Continued on page* 14)

N. J. Allied Hits at 'Dictatorial' Terms

"Allied is not going to accept dictatorial (sales) terms now or at any future time," was the explanation coming at the weekend from Allied Theatre Owners of New Jersey as to "why we are making so much ado about one picture ('Jolson Sings Again')." The statement was contained in the Jersey organization's latest bulletin to members.

"One of our members," the bulletin continued, "has been approached for

(*Continued on page* 14)

Harold Wilson Says:

CAN'T SEE BOOST IN REMITTANCES

Consider New 'Third Circuit' Deal Here

Independent circuit executives here are considering another booking arrangement which would by-pass Loew's by putting Universal's "Christopher Columbus" and "Abbott and Costello" into an aggregate of 60 to 100 Metropolitan New York houses. Circuit executives concerned declined to comment, indicating the deal is not closed.

A similar arrangement involving United Artists' "Black Magic" and "Great Dan Patch" worked out successfully in Skouras, Century, Brandt and Randforce houses.

Federation Film Leaders to Meet

George F. Dembow, National Screen Service vice-president, and amusement division chairman of the Federation of Jewish Philanthropies, has called a meeting for three P. M. tomorrow, of company and exchange chairmen, to be held in the Preview Theatre at 1600 Broadway, New York.

Heading the company chairman's

(*Continued on page* 14)

Says He Has No Formal Date with Johnston; Monetary Meet in Jan.

British Board of Trade president Harold Wilson on his arrival at LaGuardia Airport here Friday, said in reply to questions concerning possibilities of an increase in remittances from Britain under Johnston-Wilson pact revisions next year:

"I don't think anybody expects it to be increased."

Wilson pointed out, however, that only the forthcoming London meeting could decide the remittances question.

Assuming that Wilson's comment reflects official British government opinion, there is little prospect of persuading the British to raise the remittance to more than the present $17,500,000. Wilson said he saw the possibility that the monetary agreement talks will take place in early 1950, and that the setting of a date and place "will be the most" he will discuss with

(*Continued on page* 14)

20th Sales Meet Today

Division sales managers of 20th Century-Fox will gather today at the home office for a two-day meeing with company executives, it was announced over the weekend by Andy W. Smith, Jr., sales vice-president. Managers are scheduled to report on record bookings for "Prince of Foxes" during the Christmas holiday, with expectations of from 350 to 500 dates on Christmas Day alone.

In addition, plans for the 1950 sea-

(*Continued on page* 12)

Set More Southern Dates for 'Pinky'

Three new bookings have been set in the South for Darryl F. Zanuck's "Pinky," 20th Century-Fox, following upon the successful Atlanta premiere last week.

The new dates are for Dec. 1, at Loew's State, New Orleans, which successfully bid for the picture, making

(*Continued on page* 12)

File 15 Percentage Suits Against 22 in Three States

Majors 'Authorize' Arbitration System

Warner, Loew's and 20th Century-Fox were non-committal regarding a system of industry arbitration in the tentative draft of the proposed decree in the industry anti-trust suit which they sent to the Department of Justice late last week.

They incorporated authorization for a voluntary arbitration system but there was no specific proposed order for one.

Fifteen percentage suits have been filed against 22 theatres in West Virginia, Pennsylvania and Kentucky.

Universal, Columbia, United Artists, Warner Brothers, Paramount, Loew's and RKO each filed a separate percentage suit in U. S. District Court in Bluefield, W. Va., against J. C. Newbold, E. L. Keesling and various theatre operating companies alleging false returns on percentage pictures. Twenty theatres named in the various complaints are the Stone in Stone, Ky., and the following in West Virginia: Bramwell in Bramwell; Lyric, Charleston; Masonic and Ritz, Hinton; Iaeger, Iaeger; McComas, McComas; Freeman, North Fork; Mayfair and Oak Hill, Oak Hill; Omar,

(*Continued on page* 15)

Personal Mention

ROY DISNEY, Walt Disney Productions president, left New York on Friday for the Coast, following a brief visit here after his return from Europe.

•

DORE SCHARY, M-G-M production vice-president, accompanied by LEONARD SPIGELGASS, writer, will arrive on the Coast today from New York. LOUIS K. SIDNEY, studio executive, arrived there yesterday.

•

ELMER C. WINEGAR, Vogue Theatre operator and treasurer of the Buffalo projectionists' local, is chairman of the Shriners' show to be staged at the Memorial Auditorium there on Nov. 28-29.

•

WILLIAM MISKELL, Tri-States Theatres district manager at Omaha, has been re-appointed to the Omaha Police Civil Service Commission.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, is due in Hollywood tomorrow from New York.

•

JONAS ROSENFIELD, JR., advertising manager of 20th Century-Fox, left over the weekend for a two-week vacation in Key West, Florida.

•

L. A. BRAMSON will close his State Theatre at Elk Point, S. D., for three weeks in December in order to rest following a recent illness.

•

SAMUEL PINANSKI, Theatre Owners of America president, has been elected to the board of the John Hancock Life Insurance Co.

•

RAY FEELEY, Independent Exhibitors of New England business manager, is recuperating in Boston from an accident.

•

MILTON KRUEGER, formerly with Al Dezel Productions, has joined Realart at Indianapolis as a salesman.

•

CLARENCE PHILLIPS, formerly Eagle-Lion manager at Chicago, has joined Realart there as a salesman.

•

JERRY HOFFMAN, Regal Films advertising-publicity director, is on the Coast from New York.

•

Dr. E. M. HONAN, Altec Lansing engineering manager, is here from the Coast.

•

LAWRENCE WEINGARTEN, M-G-M producer, has arrived here from the Coast.

•

SOL EDWARDS, SRO special sales representative, is in Detroit from New York.

The Wrathers Return

Jack Wrather and his wife, Bonita Granville, will return here from Europe on the *S.S. Queen Elizabeth* today, after the completion of "Guilty of Treason," which concerns the story of Cardinal Mindszenty, produced by Wrather, with Miss Granville starred.

Tradewise . . .

By SHERWIN KANE

NATIONAL Exhibitors Film Co. is raising its sights above the $2,000,000 minimum initial capital which it set for itself last summer as a prerequisite to starting business.

Subscription pledges are continuing to come in from exhibitors in all parts of the country. Pledges aggregating $300,000 or more have been received in the past two to three weeks, boosting the overall total at present to more than $1,800,000. Substantial pledges, still not received, are anticipated in the near future as rapidly as principals can fulfill the formalities of convening boards of directors and obtaining their approval.

The decision to raise the sights is a sensible one, if only for the reason that it will provide a cushion to cover the possibility of unpredictable circumstances which may arise to prevent some pledges from being fulfilled. Should that happen, with the result that actual subscriptions to NEFC stock fall below the minimum requisite, the starting date for the new company and its operating time schedule could be thrown out of gear, wholly unexpectedly. That could not happen if surplus subscriptions, being garnered under the new plan, are more than sufficient to offset unrealized pledges.

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Casual observers of the development and progress of the NEFC over the past few months have been uniformly struck by the recurring evidence of seemingly selfish detachment toward the project on the part of a few exhibitors of considerable personal and corporate means.

Exhibitors, large and small, are uniformly enthusiastic about the idea of NEFC and all, most especially those who honestly have not the resources to invest in it, anxiously await its functioning and earnestly hope for its success.

There is, however, a small group of substantial theatre operators who could well afford the investment and who stand to benefit importantly from it, once it is in operation, who are remaining aloof. Theirs is the selfish "Let George do it" attitude. When the work is done, when a new source of product supply is made available to exhibition, with all that entails in the vital operation of film buying, they will be on hand to avail themselves of the advantages.

For reasons best known to themselves, they are the Cut-me-in boys—when the work has been done and the path made smooth, by others.

They are also, it is pertinent to note, among those who are yelling the loudest, year after year, about poor quality product, distribution policies and sales terms, too few releases and all the other factors which they complain create a "sellers' market."

When fellow exhibitors, and in large the ones who have done the least complaining over the years, band together to do something fundamentally corrective, such as the formation of NEFC, the boys on the soap-boxes and the acid organizational bulletin writers clamp their hands over their pockets and look the other way.

It is the kind of behavior that has contributed much to exhibition's problems in the past, and which has made the solution of exhibition's problems most difficult.

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Since the word is going around that Edward A. Golden and associates have another "Hitler's Children" in his latest production, "Guilty of Treason," the story of Cardinal Mindszenty of Hungary, a visit to Doc's offices here seemed to be in order. A first print will not be ready until Dec. 1 but inspection of a few bales of stills which he has on hand provide an impression of a promisingly popular box-office attraction on the way. It is obviously a well-dressed, substantially staged and cast production. Stills leave no doubt of that.

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This department made the error, in commenting last week on J. Arthur Rank's report to stockholders, of dismissing too lightly his claims of the adverse effect on operations of the extreme British entertainment tax. A later reading of his complete report to shareholders, unavailable earlier, disclosed Rank's contention that the tax cannot be passed on to the public. We had believed otherwise.

Moreover, Arthur Loew reminds us that the British tax, if figured the way we do our 20 per cent Federal tax, would in reality be a *70 per cent* tax!

The wonder is that they survive it a all.

Newsreel Parade

THE SHAH OF IRAN'S visit here and the new submarine-fired missile are current newsreel highlights. Other items include special Thanksgiving stories, a new jet bomber, sports, fashions, etc. Complete contents follow:

MOVIETONE NEWS, No. 93—We give Thanks. Submarine fires guided missile. New jet bomber. Open new hospital in Langdale, Ala. Girl's football. Underwater sports.

NEWS OF THE DAY, No. 23—U. S. welcomes Shah of Iran. U. S. submarine fires first V-bomb. Airforce unveils new jet bomb. President Truman urges equal rights. Fashions for pooches. Baby born in airliner. Water sports. Notables hail "Battleground" premiere.

PARAMOUNT NEWS, No. 26—Pioneer days recalled at photo museum. Motion Picture Pioneers 10th annual dinner. The meaning of Thanksgiving.

TELENEWS DIGEST, No. 46-B—The labor scene. New controls for churches in Czechoslovakia. Independence Day in Turkey. Israel air transport. Germany: Hans Eisler's new anthem. Fall fashions.

UNIVERSALS NEWS, No. 301—Airborne baby. Shah of Iran here. National Council of Negro Women meet. New jet plane. Football.

WARNER PATHE NEWS, No. 28—Navy rocket launched from submarine. Dean Acheson here from "Big Three" meeting. Iran's Shah here. Negro women meet. Airforce unveils new jet bomber. Air-borne baby. Children winter fashions. Celebrity art show. Florida sports. Football.

Steve Early Presents Plaque to Al Jolson

WASHINGTON, Nov. 20.—A plaque naming him "Personality of the Year" in the entertainment world was presented to Al Jolson here last night by Under-Secretary of Defense Steve Early, at the annual dinner-dance of Variety Tent No. 11.

Early cited Jolson's efforts to entertain troops during the war and after the war, in making the presentation. The award is the first in a series of annual awards planned by the local tent. Over 500 person attended the affair, at the Hotel Statler.

In honor of Jolson, a native Washingtonian, Saturday was named "Al Jolson Day" in the District of Columbia, and keys of the city were presented to him by the District commissioner. Defense Secretary Johnson was originally scheduled to present the plaque to Jolson, but was prevented by a family illness.

Waller & Associates Office Opens Today

Formation of Tom Waller and Associates was announced here at the weekend, and it will open offices today at 516 Fifth Avenue, to specialize in motion picture publicity, promotions and public relations, geared to handle institutional as well as industrial accounts.

Waller has been actively engaged in film industry publicity and trade paper executive capacities for over 25 years. His last affiliation was with the Motion Picture Association of America as its New York director of information. Prior to that he was national publicity manager of United Artists.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, I. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th CENTURY-FOX'S CHRISTMAS GIFT TO EXHIBITORS ALL OVER THE LAND!!!

273,649,624 PEOPLE WILL BE PRE-SOLD THAT PRINCE of FOXES IS YOUR HOLIDAY PICTURE!

—BOOK IT NOW!...

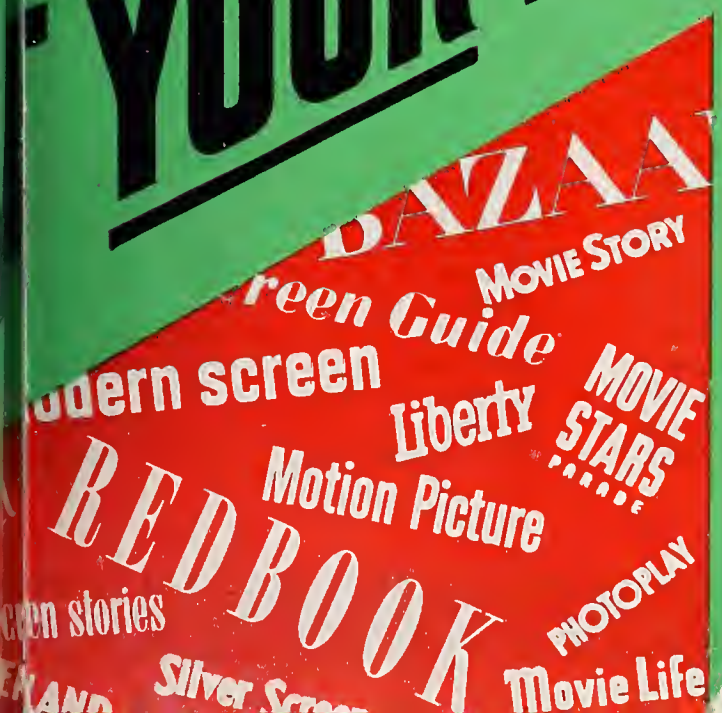
parade

This We

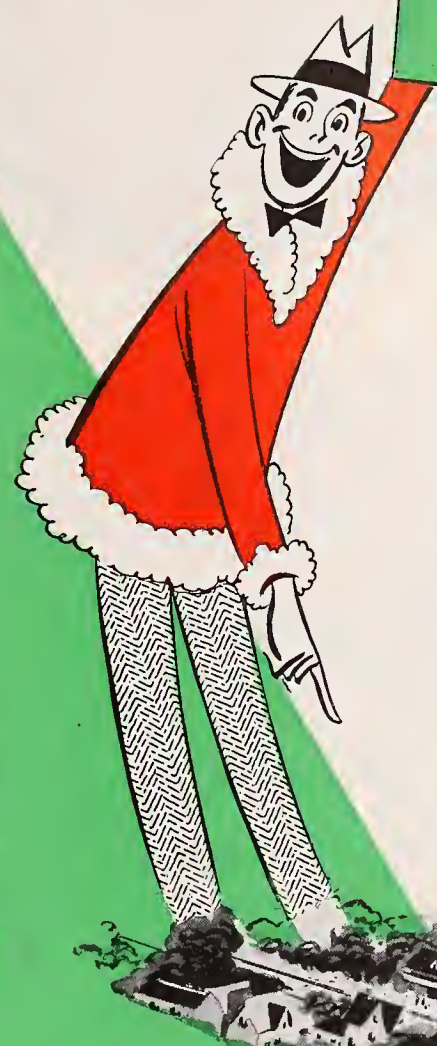
FOR TH NATION ADVERT PLANNI YOUR TO OFFICE-A

House Bea

FIRST TIME A AL NEWSPAPER MAGAZINE ING CAMPAIGN TO PAY OFF IN WN-AT YOUR BOX - YOUR PLAYING TIME!....



25 National magazines and newspapers telling the world in a concentrated 33 day period that "Prince of Foxes is the Picture for the Holidays!"



Here they are!

LIBERTY, with a readership of **5,333,268**, on stands November 15th; **WOMAN'S HOME COMPANION**, readership of **15,678,144**, on stands November 18th; **HOUSE BEAUTIFUL**, readership of **2,244,828**, on stands November 20th; **REDBOOK**, readership of **7,862,344**, on stands November 25th; **COLLIER'S**, readership of **11,928,904**, on stands November 25th; **COSMOPOLITAN**, readership of **8,113,888**, on stands November 30th; **HARPER'S BAZAAR**, readership of **1,485,396**, on stands December 1st; **LOOK**, readership of **11,561,064**, on stands December 6th; **LIFE**, readership of **21,091,092**, on stands December 8th; **AMERICAN WEEKLY**, readership of **37,642,244**, on stands December 11th; **GOOD HOUSEKEEPING**, readership of **12,551,200**, on stands Nov. 20th; **PARADE**, readership of **20,602,660**, on stands Dec. 18th; **THIS WEEK** readership of **35,458,652**, on stands December 18th; **PUCK**, (Comic Weekly), readership of **32,945,284**, on stands December 18th; and in the following fan magazines, in the November and December issues: **MODERN SCREEN AND SCREEN STORIES**, readership of **13,273,024**; **MOTION PICTURE STORY AND MOVIE STORY**, readership of **9,902,696**; **SCREEN GUIDE AND MOVIELAND**, readership of **4,400,000**; **MOVIE LIFE AND MOVIE STARS PARADE**, readership of **5,246,960**; **PHOTOPLAY**, readership of **9,218,792**; **SCREEN-LAND AND SILVER SCREEN**, readership of **7,109,184**.

TOTAL READERSHIP . . . 273,649,624!

Here's How This Campaign Works For You!.....

FIND YOUR TOWN AND SEE THE NUMBER OF FAMILIES WHO WILL BE PRE-SOLD THAT "PRINCE OF FOXES IS THE PICTURE FOR THE HOLIDAYS!"

Below, listed alphabetically by state, are all the trading centers in the nation, together with the number of families and total combined ***circulation*** *in each locality.*

IMPORTANT NOTE: To understand what these figures mean to you; (1) Multiply the circulation figure by 4. This is the *accepted* readership per copy. (2) Divide the number of families in your community into that figure. (3) This will give you the number of times each family will be hit with the PRINCE OF FOXES message. *In most situations, each family will be reached from ten to twenty times within a five week period!* **ALL THEY WILL BE WAITING FOR IS THE ANNOUNCEMENT OF *YOUR* PLAYDATE!**

Alabama

Total Trading Area	Total Families	Combined Circulation
Anniston	29,061	25,976
Birmingham	176,677	232,826
Decatur	21,730	11,081
Dothan	58,805	20,928
Florence	40,096	22,619
Gadsden	34,954	22,393
Huntsville	30,350	10,111
Mobile	64,108	39,922
Montgomery	98,188	45,331
Opelika	14,289	12,069
Selma	36,525	11,974
Tuscaloosa	38,121	22,351

Arizona

Douglas	9,190	9,764
Phoenix	72,896	96,192
Prescott	16,901	22,263
Tucson	21,440	46,618

Arkansas

Batesville	14,059	1,956
Blytheville	29,797	15,285
El Dorado	44,064	14,957
Fayetteville	30,493	11,607
Fort Smith	70,147	23,253
Helena	14,402	5,790
Hope	17,287	3,578
Hot Springs	17,108	12,146
Jonesboro	34,170	13,839
Little Rock	108,266	47,710
Paragould	16,974	6,424
Pine Bluff	45,495	15,018
Texarkana	58,621	22,057

California

Bakersfield	38,030	113,044
Chico	15,094	33,255
El Centro	18,787	36,381
Eureka	16,668	37,695
Fresno	95,486	163,862
Long Beach	62,893	214,809
Los Angeles	731,830	2,591,639
Marysville	18,411	43,278
Merced	14,928	29,378
Oakland	180,666	500,071
Pasadena	109,856	321,264
Redding	13,037	28,164
Sacramento	82,184	184,371
Salinas	20,056	62,889
San Bernardino	70,346	228,534
San Diego	90,192	270,776
San Francisco	266,354	1,032,912
San Jose	49,447	115,079
San Luis Obispo	10,228	31,281
Santa Ana	41,005	136,850
Santa Barbara	21,234	60,666
Santa Cruz	14,972	47,188
Santa Rosa	25,251	67,244
Stockton	64,917	160,518
Vallejo	33,033	121,249
Ventura	19,058	56,746

Colorado

Alamosa	10,351	5,205
Colorado Springs	18,888	24,544
Denver	166,436	260,127
Durango	12,531	7,375
Fort Collins	10,851	11,961
Grand Junction	28,446	26,746
Greeley	12,952	10,634
Pueblo	47,707	37,861
Sterling	7,445	5,282
Trinidad	15,216	7,790

Connecticut

Bridgeport	57,714	129,536
Danbury	13,808	44,795
Hartford	135,014	239,665
Meriden	23,249	44,759
New Haven	87,946	120,061
New London	19,407	49,947
Norwalk	14,223	36,573
Norwich	18,839	27,632
Stamford	28,498	67,967
Waterbury	38,147	64,794

Delaware

Wilmington	81,878	254,564

District of Columbia

Washington	276,640	1,362,996

Florida

Daytona Beach	16,779	32,916
Fort Myers	10,364	11,884
Gainesville	16,162	20,032
Jacksonville	87,881	187,617
Miami	91,537	435,437
Ocala	9,898	10,334
Orlando	42,782	57,637
Pensacola	52,232	40,773
Tallahassee	34,142	28,178
Tampa	131,558	125,638
West Palm Beach	32,551	73,709

Georgia

Total Trading Area	Total Families	Combined Circulation
Albany	36,191	32,132
Americus	11,597	9,026
Athens	40,682	51,060
Atlanta	203,820	602,905
Augusta	72,906	40,166
Brunswick	7,525	12,480
Columbus	54,835	46,468
Gainesville	24,933	31,413
Griffin	17,795	28,627
La Grange	26,130	32,705
Macon	99,600	79,395
Rome	34,637	38,916
Savannah	78,777	47,610
Thomasville	18,548	23,204
Valdosta	21,174	20,679
Waycross	28,457	19,645

Idaho

Boise	46,215	52,561
Idaho Falls	16,777	19,888
Lewiston	22,271	32,788
Pocatello	20,275	28,782
Twin Falls	24,009	27,081

Illinois

Aurora	31,296	69,008
Bloomington	31,131	47,416
Cairo	19,929	13,126
Centralia	19,910	20,625
Champaign	26,680	51,798
Chicago	949,744	2,488,183
Chicago Heights	37,617	101,284
Danville	32,900	42,662
Decatur	46,856	62,519
Elgin	22,586	58,308
Evanston	61,907	187,451
Freeport	20,833	33,858
Galesburg	21,752	37,990
Gary	84,602	211,394
Harrisburg	19,263	13,728
Joliet	32,688	68,322
Kankakee	24,853	46,313
Kewanee	10,856	16,905
Mattoon	26,753	29,080
Mount Vernon	67,966	71,057
Oak Park	136,174	375,906
Ottawa	39,091	73,170
Peoria	96,695	106,073
Quincy	27,938	28,015
Rockford	68,031	138,602
Springfield	78,531	92,156

Indiana

Anderson	25,315	44,005
Bedford	14,360	11,604
Bloomington	13,014	17,981
Elkhart	31,970	56,703
Evansville	90,709	61,085
Fort Wayne	113,642	200,007
Indianapolis	232,566	437,514
Kokomo	19,587	35,413
Lafayette	31,366	60,408
Logansport	20,661	34,409
Marion	17,555	26,945
Michigan City	20,998	45,342
Muncie	49,512	55,419
Peru	7,630	15,182
Richmond	25,189	40,155
South Bend	81,370	151,339
Terre Haute	76,173	61,547
Vincennes	46,711	49,476

Iowa

Burlington	18,292	30,829
Cedar Rapids	42,811	56,609
Clinton	32,612	53,360
Creston	11,721	11,306
Des Moines	144,031	236,429
Dubuque	39,753	48,753
Fort Dodge	34,911	56,598
Iowa City	18,223	31,113
Keokuk	24,603	30,642
Marshalltown	15,566	24,556
Mason City	48,356	73,917
Muscatine	12,527	18,052
Oskaloosa	15,166	17,043
Ottumwa	35,333	43,965
Quad Cities	69,631	140,117
Sioux City	87,024	102,742
Spencer	18,311	29,292
Waterloo	55,177	81,827

Kansas

Arkansas City	11,775	11,735
Atchison	6,219	2,996
Chanute	15,341	7,304
Coffeyville	25,513	17,158
Dodge City	26,142	27,338
Emporia	16,930	9,105
Fort Scott	16,021	4,758
Great Bend	14,184	16,509
Hays	19,670	16,322
Hutchinson	27,552	26,982
Lawrence	8,809	7,723
Leavenworth	7,759	8,137
Manhattan	22,149	19,353
Ottawa	8,680	4,170
Parsons	8,377	5,757
Pittsburg	18,500	10,104
Salina	52,969	43,945
Topeka	41,516	34,532
Wichita	89,025	171,100

Kentucky

Bowling Green	37,362	7,668
Frankfort	8,749	4,087
Hazard	15,950	2,126
Hopkinsville	16,045	5,959
Lexington	111,665	39,069
Louisville	209,988	102,711
Maysville	18,031	7,690
Middlesborough	63,183	10,320
Owensboro	52,473	14,821
Paducah	73,764	32,746
Somerset	21,359	2,277

Louisiana

Alexandria	49,655	17,832
Baton Rouge	58,560	26,767
Lafayette	57,871	15,407
Lake Charles	32,607	16,527
Monroe	54,925	19,127
New Orleans	223,699	106,036
Shreveport	115,627	40,643

Maine

Augusta	15,346	31,978
Bangor	53,659	63,316
Houlton	20,519	18,183
Lewiston	43,388	93,102
Portland	57,038	140,753
Rockland	9,077	14,346
Waterville	18,622	30,508

Maryland

Baltimore	308,766	1,098,340
Cambridge	14,447	26,931
Cumberland	52,007	54,145
Frederick	16,640	38,933
Hagerstown	24,948	57,160
Salisbury	41,988	80,384

Massachusetts

Boston	283,623	783,492
Brockton	45,412	105,053
Cambridge	139,990	318,064
Fall River	89,166	200,337
Fitchburg	35,933	79,136
Greenfield	13,714	30,286
Haverhill	23,888	56,159
Lawrence	33,078	75,009
Lowell	33,049	74,131
Lynn	76,985	190,218
North Adams	11,007	26,571
Pittsfield	21,614	51,750
Quincy	44,857	113,657
Springfield	111,841	243,935
Waltham	31,280	83,976
Worcester	104,317	169,748

Michigan

Alpena	10,360	17,551
Ann Arbor	26,444	101,064
Battle Creek	33,058	72,053
Bay City	40,586	78,552
Cadillac	8,752	11,531
Dearborn	66,543	288,681
Detroit	483,437	1,711,899

. . . plenty more . . . .

This unprecedented advertising campaign for the first time utilizes in the selling of a motion picture the highly successful techniques used for other types of products — as in the launching of a new model of an automobile or a special merchandising scheme for razor blades. The secret is this: Create a desire through a coordinated, *concentrated* magazine and newspaper barrage. *Then make it possible for everybody to satisfy that demand when it is at its height.* That's why over 500 prints will be working on "Prince of Foxes" during the Holiday season. ***Cut yourself in on it by booking "PRINCE OF FOXES" NOW!***

(Michigan Cont.)

Total Trading Area	Total Families	Combined Circulation
Escanaba	12,860	19,167
Flint	79,377	186,356
Grand Rapids	109,525	179,520
Hancock	17,706	23,871
Iron Mountain	16,264	28,268
Ironwood	12,979	14,553
Jackson	39,879	93,133
Kalamazoo	50,721	99,327
Lansing	58,698	143,254
Marquette	14,573	26,916
Muskegon	56,672	104,128
Petoskey	15,467	27,284
Pontiac	67,777	252,217
Port Huron	26,622	61,224
Saginaw	69,753	136,452
Sault Ste. Marie	10,580	18,452

Minnesota

Albert	23,185	38,524
Bemidji	13,925	13,332
Brainerd	23,344	28,963
Duluth	65,708	66,388
Fergus Falls	17,670	21,262
Hibbing	34,926	37,313
Mankato	47,090	73,101
Minneapolis	369,373	785,686
Rochester	21,227	38,836
St. Cloud	38,473	49,633
Willmar	18,079	25,548
Winona	16,361	23,587

Mississippi

Biloxi	17,386	16,330
Clarksdale	28,999	9,708
Columbus	45,504	20,492
Corinth	24,513	9,087
Greenville	37,489	15,566
Greenwood	64,569	24,255
Hattiesburg	24,211	12,425
Jackson	88,513	38,349
Laurel	23,477	6,815
McComb	27,430	8,585
Meridian	46,898	16,268
Natchez	26,402	5,634
Tupelo	43,182	19,013
Vicksburg	36,954	11,256

Missouri

Alton	28,455	33,090
Cape Girardeau	35,318	20,705
Chillicothe	22,901	7,706
Columbia	23,507	17,835
East St. Louis	110,908	78,252
Hannibal	29,614	24,010
Jefferson City	33,060	19,709
Joplin	63,222	36,648
Kansas City	259,404	187,263
Kirksville	18,544	10,050
Moberly	20,959	10,368
Poplar Bluff	34,242	12,966
St. Joseph	84,478	40,410
St. Louis	301,841	448,503
Sedalia	27,620	10,488
Springfield	117,965	38,707
University City	80,304	54,273

Montana

Total Trading Area	Total Families	Combined Circulation
Billings	28,321	28,835
Bozeman	8,904	12,394
Butte	28,284	26,927
Glasgow	5,820	4,824
Great Falls	23,990	29,828
Havre	8,973	8,576
Helena	7,932	10,175
Kalispell	9,458	13,475
Lewistown	5,152	5,029
Miles City	12,106	10,632
Missoula	20,556	26,537

Nebraska

Beatrice	25,734	14,689
Columbus	18,186	9,778
Fremont	10,683	8,217
Grand Island	27,024	21,061
Hastings	22,446	15,588
Kearney	13,323	8,484
Lincoln	50,311	41,080
McCook	15,823	10,794
Norfolk	26,105	13,097
North Platte	15,701	12,442
Omaha	159,571	163,566
Scottsbluff	24,637	18,050

Nevada

Elko	3,463	6,485
Ely	4,054	6,477
Las Vegas	12,431	42,727
Reno	30,673	76,388

New Hampshire

Berlin	9,531	16,236
Claremont	19,053	44,054
Concord	16,691	35,081
Dover	13,027	29,761
Keene	12,428	27,355
Laconia	11,424	24,822
Manchester	46,460	100,593
Portsmouth	11,529	33,326

New Jersey

Atlantic City	42,335	153,546
Camden	132,116	461,896
Elizabeth	102,774	227,555
Hackensack	74,703	164,848
Jersey City	158,929	276,771
Long Branch	44,775	118,654
Morristown	31,872	69,032
Newark	259,356	505,125
New Brunswick	54,981	121,531
Paterson	129,348	248,149
Trenton	61,897	149,553

New Mexico

Total Trading Area	Total Families	Combined Circulation
Albuquerque	31,372	33,636
Clovis	13,328	13,136
Gallup	12,207	7,022
Hobbs	8,449	10,685
Las Vegas	10,801	4,399
Roswell	14,267	26,999
Santa Fe	16,320	13,039

New York

Albany	137,242	319,224
Auburn	21,100	59,901
Binghamton	69,901	169,477
Buffalo	288,673	813,240
Elmira	61,526	107,293
Glens Falls	25,488	49,672
Gloversville	20,643	42,829
Hornell	15,423	26,056
Ithaca	15,846	34,131
Jamestown	21,210	47,149
Kingston	24,104	40,636
Long Island	155,851	423,292
Malone	7,183	11,512
Middletown	30,062	53,059
Newburgh	22,050	44,761
New York City	2,047,919	2,952,462
Ogdensburg	18,909	42,539
Olean	27,700	56,863
Oneonta	15,599	28,544
Plattsburg	15,500	24,702
Poughkeepsie	25,374	47,021
Rochester	169,421	398,558
Saranac Lake	7,589	15,946
Schenectady	54,532	125,919
Syracuse	121,115	433,930
Utica	77,851	162,620
Watertown	31,748	62,775
Yonkers	152,205	319,023

North Carolina

Ashville	80,083	46,714
Charlotte	128,909	86,987
Durham	33,191	25,195
Fayetteville	40,235	30,063
Goldsboro	24,362	11,232
Greensboro	79,195	60,704
Greenville	12,699	5,635
Henderson	14,186	4,636
Hickory	30,965	16,508
Kinston	11,783	6,682
New Bern	15,016	22,261
Raleigh	63,373	38,220
Rocky Mount	34,742	17,181
Salisbury	17,758	10,025
Statesville	14,327	6,978
Washington	23,498	8,619
Wilmington	42,305	26,826
Wilson	14,012	6,836
Winston-Salem	69,348	30,722

North Dakota

Total Trading Area	Total Families	Combined Circulation
Bismarck	27,668	23,429
Devils Lake	14,931	12,889
Dickinson	8,449	6,416
Fargo	44,964	60,284
Grand Forks	47,802	57,362
Jamestown	10,013	10,234
Minot	26,297	27,980
Valley City	7,049	7,428
Williston	15,507	13,301

Ohio

Akron	106,780	296,112
Ashtabula	19,350	63,052
Athens	21,285	8,900
Cambridge	14,431	14,330
Canton	93,231	181,015
Chillicothe	24,070	12,660
Cincinnati	300,972	432,012
Cleveland	285,455	1,114,304
Cleveland Heights	63,899	244,243
Columbus	136,047	147,222
Coshocton	10,539	10,887
Dayton	132,361	155,233
East Liverpool	20,112	47,615
Elyria	13,906	49,724
Findlay	14,193	25,905
Hamilton	19,759	31,625
Lancaster	16,711	9,975
Lima	49,124	53,528
Lorain	16,324	63,135
Mansfield	48,205	98,047
Marietta	11,221	12,124
Marion	22,389	39,677
Newark	15,908	18,823
Painesville	12,754	57,469
Portsmouth	32,634	17,717
Sandusky	25,149	82,234
Springfield	42,691	43,357
Steubenville	30,851	69,377
Toledo	184,124	389,000
Warren	29,205	74,760
Washington C. H.	9,526	6,650
Wooster	11,311	26,641
Youngstown	71,106	156,206
Zanesville	32,197	19,765

Oklahoma

Ada	13,279	4,376
Altus	17,658	6,777
Ardmore	25,397	8,033
Bartlesville	14,028	10,226
Chickasha	20,843	7,841
Clinton	21,904	7,117
El Reno	14,059	6,751
Enid	43,988	23,511
Lawton	19,690	14,996
McAlester	19,979	6,372
Muskogee	30,688	14,385
Oklahoma City	106,983	87,037
Okmulgee	19,171	7,541
Ponca City	17,561	11,489
Shawnee	36,679	13,529
Tulsa	104,879	76,473

Oregon

Total Trading Area	Total Families	Combined Circulation
Astoria	8,803	31,706
Baker	7,337	13,544
Bend	7,973	23,352
Eugene	29,124	95,057
Klamath Falls	17,265	35,878
La Grande	7,489	14,982
Marshfield	12,499	33,675
Medford	21,423	62,642
Pendleton	6,404	18,822
Portland	199,875	775,879
Salem	42,334	132,411
The Dalles	9,625	23,270

Pennsylvania

Allentown	85,594	218,725
Altoona	69,273	146,524
Beaver Falls	21,276	61,611
Braddock	23,294	55,195
Bradford	11,974	25,767
Butler	22,228	51,313
Carbondale	15,580	16,961
Chambersburg	15,051	25,160
Chester	31,081	136,674
Clearfield	15,884	28,732
Connellsville	19,386	43,179
Du Bois	12,950	28,007
Easton	46,362	107,462
Erie	55,042	137,121
Greensburg	39,409	95,395
Harrisburg	74,071	182,227
Hazleton	22,702	46,874
Indiana	16,029	34,031
Johnstown	61,472	133,019
Kittanning	17,041	30,704
Lancaster	63,716	127,014
Lebanon	19,030	45,464
Lewistown	14,887	26,197
McKeesport	59,061	153,333
McKees Rocks	33,238	83,434
Meadville	13,319	31,469
New Castle	24,804	62,711
New Kensington	37,553	101,252
Norristown	33,975	130,767
Oil City	29,960	60,864
Philadelphia	614,229	2,160,929
Pittsburgh	278,774	827,851
Pottstown	15,878	60,075
Pottsville	36,626	87,651
Punxsutawney	9,231	13,463
Reading	61,093	129,962
Ridgway	9,943	24,071
Scranton	80,226	75,853
Shamokin	19,773	40,525
Sharon	26,979	71,209
Shenandoah	19,197	42,238
Sunbury	25,591	53,906
Uniontown	39,612	77,090
Warren	13,301	27,309
Washington	33,557	80,286
Wilkes-Barre	93,646	131,208
Williamsport	36,534	76,744
York	55,706	125,226

...still more....

Rhode Island

Total Trading Area	Total Families	Combined Circulation
Newport	10,323	28,664
Providence	187,187	309,527
Woonsocket	23,097	39,691

South Carolina

Anderson	20,749	10,738
Charleston	66,476	47,121
Columbia	61,513	44,009
Florence	61,424	25,099
Greenville	63,764	38,800
Greenwood	17,144	8,478
Orangeburg	20,336	7,146
Rock Hill	20,605	9,743
Spartanburg	50,908	29,364
Sumter	23,217	7,918

South Dakota

Aberdeen	32,729	31,450
Huron	10,498	10,289
Lead	9,772	7,176
Mitchell	21,646	14,173
Pierre	6,530	4,868
Rapid City	17,668	17,799
Sioux Falls	68,558	83,867
Watertown	25,133	30,880
Yankton	10,918	6,783

Tennessee

Bristol	36,854	18,307
Chattanooga	108,190	57,891
Clarksville	12,847	3,700
Columbia	33,915	7,744
Dyersburg	15,589	9,494
Jackson	56,872	31,693
Johnson City	34,308	16,949
Kingsport	32,041	15,347
Knoxville	119,607	58,375
Memphis	213,322	225,433
Nashville	179,541	69,968

Texas

Abilene	41,326	22,167
Amarillo	46,241	43,990
Austin	60,887	56,320
Beaumont	59,794	45,672
Big Spring	26,492	28,115

Total Trading Area	Total Families	Combined Circulation
Brownsville	49,169	40,512
Brownwood	25,268	12,550
Bryan	18,167	13,619
Corpus Christi	51,947	69,875
Corsicana	15,828	7,048
Dallas	169,744	253,355
El Paso	62,268	106,614
Fort Worth	120,311	86,089
Galveston	22,152	30,018
Greenville	25,376	9,999
Houston	250,339	324,869
Laredo	12,103	8,373
Longview	25,437	18,118
Lubbock	43,928	33,899
Marshall	15,568	5,994

Utah

Logan	9,828	10,248
Ogden	21,693	36,909
Provo	32,077	43,633
Salt Lake City	74,308	166,169

Vermont

Barre	17,406	28,896
Brattleboro	5,356	10,046
Burlington	25,098	46,863
Rutland	16,477	31,604
St. Johnsbury	17,449	26,158

Virginia

Charlottesville	22,838	20,414
Covington	17,635	12,455
Danville	46,510	16,652
Fredericksburg	14,604	17,316
Harrisonburg	15,707	18,893
Lynchburg	31,675	20,188
Norfolk	135,114	177,647
Petersburg	39,166	20,108
Richmond	104,316	74,239
Roanoke	85,818	51,808
Staunton	13,914	15,108
Winchester	13,879	29,334

Washington

Aberdeen	20,352	43,593
Bellingham	30,617	54,963

Trading Area Total	Families Total	Combined Circulation
Everett	29,451	63,778
Olympia	26,089	56,112
Seattle	194,786	573,606
Spokane	95,955	197,154
Tacoma	56,145	102,943
Walla Walla	15,492	46,723
Wenatchee	20,707	37,266
Yakima	34,132	79,342

West Virginia

Beckley	38,592	20,974
Bluefield	60,565	33,743
Charleston	90,130	58,603
Clarksburg	52,162	34,937
Elkins	12,315	7,413
Fairmont	17,185	24,475
Huntington	108,444	54,858
Logan	14,133	7,222
Martinsburg	13,170	20,594
Morgantown	19,794	35,544
Parkersburg	28,074	22,108
Wheeling	76,208	86,616
Williamson	29,277	9,014

Wisconsin

Appleton	31,778	77,152
Ashland	14,390	16,241
Eau Claire	56,638	90,466
Fond Du Lac	23,062	47,254
Green Bay	43,937	85,365
Janesville	18,628	42,148
Kenosha	19,461	47,906
La Crosse	54,004	78,736
Madison	85,668	148,955
Manitowoc	18,961	39,330
Marinette	12,020	23,994
Milwaukee	261,533	716,930
Oshkosh	19,567	38,732
Racine	22,423	59,935
Sheboygan	20,560	40,160
Stevens Point	28,360	47,067
Wausau	46,823	83,150

Wyoming

Casper	22,016	25,190
Cheyenne	14,832	23,040
Laramie	4,140	6,946
Rock Springs	7,871	9,151
Sheridan	11,722	10,736

Legislators to Meet With Kan-Mo Allied On Admissions Tax

KANSAS CITY, Nov. 20.—A meeting in December when exhibitors of the area will discuss with U. S. Congressmen from Missouri and Kansas the repeal of Federal admission taxes was approved over the weekend by the board of Kansas-Missouri Independent Theatre Owners.

The Kansas-Missouri Theatre Association board also approved such a meeting last Tuesday. The session with the legislators will be sponsored by a committee of the two exhibitor organizations.

The Kansas-Missouri Allied board at its meeting condemned efforts to "by-pass" Federal court rulings banning price-fixing, in a resolution aimed at the policy of certain companies demanding terms on pictures which require advanced admissions. The board also took action to promote membership of and service to outdoor theatre operators.

23 Nominated for Buffalo Tent Posts

BUFFALO, Nov. 20.—Candidates for the office of canvasmen (directors) were nominated at the annual meeting of the Variety Club of Buffalo. Five nominations also were made for delegates to the International Big Top Convention. Elections will be held tomorrow.

Nominees for canvasmen are: Dave Miller, Elmer Lux, James H. Eshelman, Dewey Michael, Murray Whiteman, Irving Fried, Jack Chinell, Dick Walsh, William P. Rosenow, Harry Berkson, Jone Gins, W. E. J. Martin, Robert Hayman, Harry Berinstein, Sid Cohen, Jack Grood, Harry Altman, Peter Grafiades.

Nominees for delegates to the convention are: Sam Geffen, Dave Miller, Marvin Atlas, W. E. J. Martin and Murray Whiteman.

Warner Theatres Ad Men Meet Today

Advertising - publicity representatives of nine zones of Warner Brothers Theatres will meet today at the home office with general manager Harry Kalmine and Mort Blumenstock, vice-president in charge of publicity-advertising, to plan campaigns for "The Hasty Heart."

The meeting, convened by Warner Theatres' advertising-publicity director Harry Goldberg, will be attended by J. Knox Strachan, Cleveland; John Hesse, New Haven; George Kelly, Newark; Jerry Atkin, Albany; Everett C. Callow, Philadelphia; Henry Burger, Pittsburgh; Frank LaFalce, Washington; Harry MacDonald, Milwaukee, and Irving Windisch, New York.

'IA' - Eagle Lion in 2-Year Chicago Pact

CHICAGO, Nov. 20.—After a year of negotiations, the IATSE, "F" Local 45, has signed a new two-year contract with Eagle-Lion, granting "front office" employes a $4.50 week pay raise to go into effect immediately. The contract provides for retroactive pay to Nov. 30, 1948, to be paid by next June 30. The pact terminates on Nov. 30, 1950. All other exchanges approved the wage raise with IATSE last year.

FILMS HAVE AN OBLIGATION TO EDUCATE, SAYS DORE SCHARY

"Motion pictures have an obligation beyond entertainment; they have an obligation to educate and inform," Dore Schary, M-G-M production vice-president declared here on Friday at a Town Hall lecture forum. Speaking on the topic of "Hollywood—Yesterday, Today and Tomorrow," Schary asserted that films should function more "in the world of information."

Schary outlined the history of the industry, from its pioneer days to the present. He took umbrage at unfair criticisms of the industry, saying that "if it was not for motion pictures most of us would starve to death for entertainment." He said that the making of commercial pictures was perfectly in harmony with good art. "We have our faults," he said, "and we want to correct them, but we have our virtues and want to reaffirm them."

Answering a question from the audience, Schary said that "the Production Code in no way inhibits the making of intelligent pictures," adding that those who claim otherwise usually do so to make newspaper headlines. He asserted that he is "opposed to official censorship," but not to other legitimate pressure.

Allied Convention To Aid Drive-ins

DENVER, Nov. 20.—Drive-in theatres, because of their newness, deserve some special exhibitor organization attention at this time, in the opinion of John Wolfberg, who, with his father, operates four along with three regular theatres in Denver. He is also president of Allied Rocky Mountain Independent Theatres and a vice-president as well as being on the board of directors of the National Association of Independent Drive-In Theatres.

Wolfberg points out that national Allied is calling a national outdoor theatre conference, at which special sessions will be held on film buying, on new equipment developments, individual car heaters and on methods of mosquito control. "There will also be an open forum on concession sales, surfacing for ramps and ways and means to build up the prestige and respectability of the outdoor theatre in the eyes of the public," he added.

"All of this," explained Wolfberg, "will add up to a very interesting and valuable session, which will more than repay each outdoor exhibitor who attends. After that, these special sessions should be part of each Allied regional convention with special time set aside for outdoor theatre problems."

Tom & Jerry in Comics

M-G-M's cartoon characters, Tom and Jerry, will be syndicated nationally as a comic strip by Associated Press, according to Fred C. Quimby, M-G-M executive producer of cartoons, who came East from Hollywood to close the deal with AP's assistant general manager Charles E. Honce.

Byrne in New Haven

NEW HAVEN, Nov. 20.—John P. Byrne, M-G-M Eastern sales manager, and his home office assistant, Paul Richrath, are expected here tomorrow for a week's stay in connection with Byrne's current tour of branches. Herman Ripps, his field assistant, will join him here.

Demarest on Loew Tour

William Demarest is the latest Hollywood star to undertake the role of a "live" trailer. He is now in the midst of a series of 25 personal appearances at Loew's theatres in New York in advance of the engagements of his latest Paramount release, "Red, Hot and Blue."

8 More Rank Films For E-L's Program

Eight more "top-budget" films from J. Arthur Rank have been set for release in this country by Eagle-Lion and will soon be added to that company's list of current releases, it was announced here Friday by William J. Heineman, sales vice-president.

The productions are: "Golden Salamander," starring Trevor Howard and Anouk, new French star; "So Long at the Fair," starring Jean Simmons and Dirk Bogarde; "The Reluctant Widow," starring Jean Kent and Guy Rolfe; "The Romantic Age," starring Mai Zetterling, Hugh Williams and Petula Clark.

Also: "Don't Ever Leave Me," starring Jimmy Hanley, Petula Clark, Barbara Murray, Hugh Sinclair and Edward Rigby; "Boys in Brown," based on the London stage play, starring Richard Attenborough, Jack Warner, Jimmy Hanley and Dirk Bogarde; "They Were Not Divided," and "The Blue Lamp," starring Jack Warner and Jimmy Hanley.

Films Judged for Christopher Prize

Opening of the second "Christopher Awards" contest, "to provide better quality books, motion pictures and plays for the tens of millions who are reached through these important media," was announced at the weekend by Father James Keller, author and founder-director of the Christopher movement.

As in the first contest, cash prizes will be awarded to the best book manuscript and play script. However, this time, the new contest will also confer a cash award on the writer or writers of the best-written motion picture appearing on the screen during 1950. Father Keller announced the prizes as follows: $15,000 for the winning book; $10,000 for the best motion picture, and $5,000 for the best playscript.

All-Irish Show Friday

Dublin Film Company's first all-Irish film show will have its American premiere at the Squire Theatre, New York, on Friday. The program will include the first post-war feature made in Dublin, "My Hands Are Clay," directed by Tommy Tomlinson. Companion feature is "A Nation Once Again," story of the life of Irish patriot Thomas Davis. Two other subjects complete the program, "Where the River Shannon Flows," a travelogue, and an Irish musical, "Killarney."

Takes Stand at Towne Suit

CHICAGO, Nov. 20.—William F. Rodgers, M-G-M distribution vice-president, James Coston, Warner Midwest circuit head, and Donald Woods, Warner's Milwaukee branch manager, were defense witnesses Friday in the Towne Theatre anti-trust suit being heard here before Federal Judge John P. Barnes.

Rodgers stated that he decided not to sell the Towne in 1947 because the theatre had a poor reputation, but a year later he decided to allow the Towne to bid because the house had established itself under a new name.

Coston stated that the Warner Theatre was naturally given preferred playing time during the war years, but that there wasn't sufficient playing time left to take care of the Towne. Woods denied that the Towne had asked for Warner first-run product in 1946.

Fabian to Give 1st 'School' Telecast

The Fabian Fox Theatre in Brooklyn will telecast on its large theatre screen tomorrow morning's session of the United Nation's General Assembly before 4,000 school students. This marks the first time that theatre television will be used for a direct educational purpose on a large, mass schoolroom basis.

Cooperating are the United Nations, CBS, whose pickup will be carried, Ford Motor Co., sponsor, RCA, whose theatre televsion equipment is being used, and Local 306 operators and Local 4 stagehands, who are performing this public service.

Barnes Is Re-elected

ATLANTA, Nov. 20.—E. J. Barnes has been re-elected as president and general manager of Drive-In Operators, Inc., of Birmingham, Ala. M. L. Deloney was elected vice-president; Kark Chalman, treasurer, and F. R. Ingram, secretary.

Plans for the construction of another drive-in in Knoxville, Tenn., were announced. Construction is expected to cost $200,000 and to start at once with the opening date set for May.

'Flagpole of Month' Award to Lady Astor

Hollywood, Nov. 20.—The Motion Picture Industry Council has created a "Flagpole of the Month" award for "the person who best rivals the traditional publicity-seeking flagpole sitter in deliberately grabbing for headlines at the expense of Hollywood," and has named Lady Nancy Astor as the first candidate. MPIC's announcement states: "Flagpole sitting has been the most obvious resort of a space-hunter and we can think of no better reward for publicity seekers like Lady Astor than to give them their own flagpole to sit on."

Lady Astor recently assessed Hollywood actresses with the responsibility for assorted world ills.

Balcon Sets 7 at Ealing Studios

Michael Balcon has announced that five productions are slated to go into production at his Ealing Studios near London during the next few months, according to the J. Arthur Rank Organization here.

In addition to "Dance Hall," which is now before the cameras, he will make "Sacrifice," "The Man Who Dropped His Rifle on Parade," "Back Stage," and "Robbery Under Arms," the third of the Ealing productions to be filmed by Harry Watt in Australia. Balcon also is preparing a new story to be filmed in Scotland and to be directed by Alexander Mackendrick, and an additional Australian story from Harry Watt. All of these are to be Rank presentations.

20th-Fox Meeting

(*Continued from page* 1)

son will be discussed and a review of product for the forthcoming year will highlight the sessions. Announcements having to do with the success of the current branch manager's testimonial will also be discussed and releases for the first quarter of the new year will be announced.

Division managers attending the meeting will include Martin Moskowitz, Empire State; E. X. Callahan, New England; Howard G. Minsky, Mid-East; R. E. Moon, Central; H. G. Ballance, South; Edwin W. Aaron, Mid-West; Herman Wobber, West; Arthur Silverstone, Canada. Assistant division managers Paul Wilson and Bryan D. Stoner of the South and West, respectively, will also be present.

Among home office executives participating in the discussions, to be presided over by Smith, will be president Spyros P. Skouras, vice-presidents Al Lichtman and Charles Einfeld, assistant general sales manager W. C. Gehring, short subjects sales manager Peter Levathes, and Morris Caplan, Frank Carroll, Lem Jones and Roger Ferri.

Don't judge me... please wait until you know the truth about 'My Foolish Heart'!

Eloise

Review

"Tension"

(Metro-Goldwyn-Mayer)

A FAITHLESS wife falls into a trap she sets for her husband in M-G-M's "Tension." As a murder melodrama, the picture is standard in plot ingredients, polished in production treatment and adroit in presentation. Also on its credit side are top-grade performances by Audrey Totter in the unsympahetic role of the wife, and Richard Basehart, her conscientious, pharmacist husband.

From the outset, in Allen Rivkin's screenplay, Miss Totter makes no pretense of being the ideal wife. After a series of casual flirtations, she meets a man who seems to be able to give her the material things in life, and off she goes to live with him. Basehart, broken in spirit, makes an effort to get his wife to return to him, but is beaten up in the process by her lover. Basehart makes elaborate plans to murder the man, but just as he is about to carry out the deed, he has a change of heart. Through an irony, the man is found murdered and Basehart winds up accused of the deed, especially in the light of incriminating evidence supplied by Miss Totter. At this point, Barry Sullivan, a detective, enters the scene and goes through a series of sleuthing maneuvers which finally establishes Miss Totter as the real killer.

Robert Sisk's production is strictly adult in theme. Miss Totter has a thoroughly unsavory role but she performs outstandingly in it. Relief from the harsh overtones are supplied by Cyd Charisse as the sweet and innocent girl who becomes the betrayed husband's new romantic interest. Others in the cast are Lloyd Gough as the lover, and William Conrad, another detective. John Berry directed for good tension.

Running time, 95 minutes. Adult audience classification. Release date, Nov. 25.

MANDEL HERBSTMAN

'Pinky' Dixie Dates

(*Continued from page* 1)

it the third 20th-Fox release to be sold away from the Richards circuit there; in Oklahoma City, Dec. 6, and in three white and three Negro theatres in Miami, Dec. 7.

The Atlanta opening of "Pinky" last Thursday was its first major date in the South, and brought from the *Atlanta Constitution's* film critic Paul Jones the observation that it is "an outstanding picture, both dramatically and otherwise." The newspaper is one of the key dailies in the South. Jones added: "I do not recommend that social topics be continued on the screen, but I do recommend that everyone see 'Pinky'."

The company reported here that the pace of the record opening continued over the weekend, adding the controversial theme caused no disturbances of any kind, and extra police and firemen were called out "merely to keep the lines moving into the theatre and prevent blocking the streets."

Jones's review was described by 20th-Fox "as a tremendous step in solidifying the acceptance of the film in the South."

Premiere to Aid Fund

Purchase of $7,500 worth of tickets to the world premiere of Milton Berle's new Warner picture, "Always Leave Them Laughing," which will take place tomorrow evening at the Strand Theatre here for the benefit of the Damon Runyon Memorial Fund for Cancer Research, has been made by the Roosevelt Raceway of Westbury, L. I.

'Vaude' Trial a Success

BUFFALO, Nov. 20. — Robert T. Murphy, 20th Century Theatre general manager, resumed vaudeville as an added attraction starting today. The policy was tried recently.

Charles Rothstein, 64

DETROIT, Nov. 20.—Charles Rothstein, 64, owner of the Avenue Theatre here for 32 years, died last Sunday, it became know today. Born in New Haven, he came to Detroit in 1894. Among his earlier jobs was that of press secretary to the Michigan Legislature. He is survived by the widow, Helen, a daughter, Mrs. Morton Jacobs, a son, Ronald, and two sisters, Betta and Mrs. Lewis Davis, and a brother, Theodore.

Mansfield Dissolved By Warner Brothers

Warner Brothers has reported the dissolution of Mansfield Operating Corp., of which 50 per cent of the voting stock was owned by Warner Theatres of Ohio, Inc., a wholly-owned subsidiary of Warners.

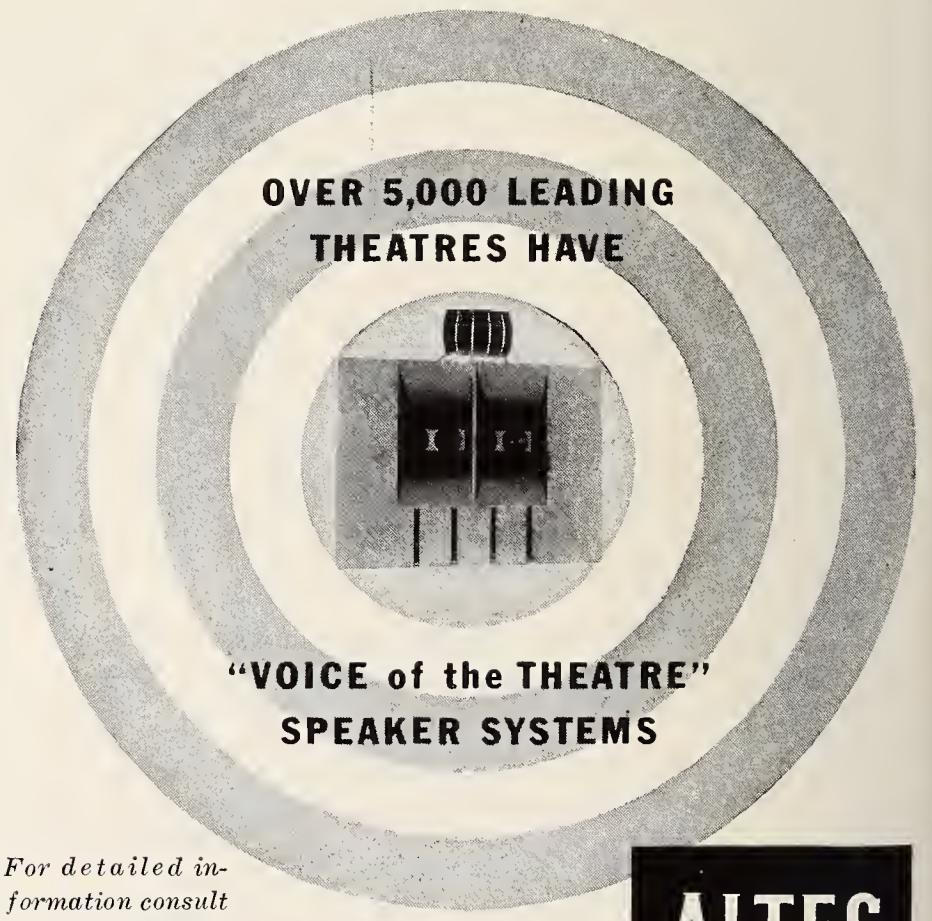
The parent company reports additionally that Stanley-Mark-Strand Corp., a wholly-owned subsidiary of the Stanley Co. of America, has disposed of the 50 per cent voting stock it had in W. F. Theatre Co.

Guy Heads Radio Group

Election of Raymond F. Guy, manager of radio and allocations engineering for National Broadcasting, and Sir Robert Watson-Watt, governing director of Sir Robert Watson-Watt and Partners, Ltd., of London, as president and vice-president, respectively, of The Institute of Radio Engineers for 1950, was announced by the board of directors at Institute headquarters here.

Up-state Theatre Fire

ALBANY, N. Y., Nov. 20.—The Smalley Theatre in Camden near here was wrecked by fire. One blaze started in the projection room. Patrons were driven out o fthe house along with manager Vincent Maspracco, his wife and child, who occupy an apartment in the building. Later another fire started.



For detailed information consult your local theatrical dealer.

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Only a Slight Dip in Grosses In Key Cities

Theatre business dipped only slightly last month despite sharp competition from football and the World Series and notwithstanding such additional factors as spells of unseasonably warm weather, fall rains and religious holidays, according to reports on some 170 situations in key cities received from MOTION PICTURE DAILY field correspondents.

Average weekly income for October was $13,515, against Septembers $13,929. Weekly average per theatre for October last year was $14,797.

"Jolson Sings Again" and "My Friend Irma" took box-office honors last month in a neck-and-neck race. There was a tie also for second place, with "I Was a Male War Bride" and "Under Capricorn" registering. "Task Force" took third spot.

Pictures which came through with better-than-average grosses in a number of situations during the month were: "Sword in the Desert," "That Midnight Kiss," "Come to the Stable," "Home of the Brave," "Rope of Sand," "Anna Lucasta," "It's a Great Feeling," "Miss Grant Takes Richmond," "Ichabod and Mr. Toad," "The Doctor and the Girl," "Pinky," "Father Was a Fullback," "Red Light," "Slattery's Hurricane," "Christopher Columbus," "The Red Danube," "The Fighting Kentuckian," "Beyond the Forest" and "Tokyo Joe."

Composite key-city box-office reports for 1949 to date follow:

1949 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 1-2	164	$2,855,800	$17,413
Jan. 6-7	161	3,195,000	19,018
Jan. 14-15	161	2,609,900	16,211
Jan. 21-23	162	2,497,500	15,417
Jan. 28-29	179	2,624,100	14,660
Feb. 4-5	176	2,491,000	14,153
Feb. 11-12	181	2,788,600	15,407
Feb. 18-19	170	2,435,900	14,329
Feb. 25-26	173	2,532,800	14,640
Mar. 4-5	179	2,545,800	14,222
Mar. 11-12	183	2,447,600	13,375
Mar. 18-19	175	2,441,800	13,953
Mar. 25-26	180	2,378,100	13,212
Apr. 1-2	181	2,426,000	13,403
Apr. 8-9	179	2,427,700	13,563
Apr. 15-16	179	2,328,100	13,006
Apr. 22-23	172	2,860,900	16,633
Apr. 29-30	177	2,422,100	13,684
May 6-7	175	2,391,300	13,665
May 13-14	176	2,291,400	13,019
May 20-21	170	2,210,200	13,001
May 27-28	182	2,307,400	12,678
June 3-4	167	2,295,700	13,747
June 10-11	185	2,234,300	12,077
June 17-18	180	2,231,800	12,399
June 24-25	166	2,051,400	12,358
July 1-2	181	2,217,700	12,252
July 8-9	162	2,257,100	13,933
July 15-16	163	2,120,000	13,006
July 22-23	153	2,026,000	13,242
July 29-30	165	2,197,300	13,317
Aug. 5-6	181	2,395,200	13,233
Aug. 12-13	175	2,403,400	13,734
Aug. 19-20	187	2,509,700	13,421
Aug. 26-27	183	2,483,300	13,570
Sept. 2-3	186	2,614,700	14,058
Sept. 9-10	171	2,809,200	16,428
Sept. 16-17	187	2,478,600	13,255
Sept. 23-24	173	2,250,400	13,008
Sept. 30-Oct. 1	186	2,422,300	13,023
Oct. 7-8	166	2,179,000	13,127
Oct. 14-15	163	2,209,800	13,557
Oct. 21-22	171	2,343,500	13,705
Oct. 28-29	187	2,556,500	13,673

1948 Week Ending	No. of Theatres	Total Gross	Average Per Theatre
Jan. 2-3	179	$3,406,600	$19,031
Jan. 9-10	168	3,112,700	18,528
Jan. 16-17	168	2,473,300	14,722
Jan. 23-24	166	2,419,000	14,572
Jan. 30-31	166	2,341,900	14,108
Feb. 6-7	167	2,537,800	15,196
Feb. 13-14	166	2,381,500	15,546
Feb. 20-21	164	2,316,500	15,125
Feb. 27-28	167	2,734,100	16,372
Mar. 5-6	165	2,372,700	14,380
Mar. 12-13	165	2,441,800	14,799
Mar. 19-20	175	2,626,800	15,010
Mar. 26-27	162	2,356,800	14,548
Apr. 2-3	171	2,953,500	17,272
Apr. 9-10	169	2,740,000	16,213
Apr. 16-17	175	2,493,600	14,249
Apr. 23-24	167	2,284,000	13,677
Apr. 30-May 1	159	2,232,300	14,040
May 7-8	167	2,416,500	14,470
May 14-15	167	2,301,200	13,780
May 21-22	149	2,118,300	14,217
May 28-29	158	2,241,100	14,184
June 4-5	166	2,577,400	15,527
June 11-12	172	2,287,800	13,304
June 18-19	176	2,340,300	13,297
June 25-26	170	2,396,500	14,097
July 2-3	167	2,476,300	14,828
July 9-10	161	2,499,000	15,522
July 16-17	170	2,418,900	14,229
July 23-24	172	2,577,800	14,987
July 30-31	170	2,438,600	14,345
Aug. 6-7	173	2,482,800	14,351
Aug. 13-14	171	2,575,500	15,061
Aug. 20-21	175	2,577,800	14,730
Aug. 27-28	166	2,430,400	14,641
Sept. 3-4	172	2,463,500	14,323
Sept. 10-11	168	2,722,000	16,202
Sept. 17-18	171	2,406,700	14,074
Sept. 24-25	154	2,262,500	14,692
Oct. 1-2	163	2,332,800	14,312
Oct. 8-9	160	2,387,500	14,922
Oct. 15-16	172	2,529,200	14,705
Oct. 22-23	159	2,349,800	14,779
Oct. 29-30	161	2,379,900	14,782

Reels Hopeful Despite Economic Uncertainties

The newsreel production business may undergo considerable change in the foreseeable future in consequence of economic difficulties which have been mounting since the end of World War II.

However, reports that newsreel bookings are further declining are denied by newsreel executives. They put the drop in bookings since 1946 at five per cent tops.

Newsreels have been dropped by a number of Walter Reade Theatres and the Trans-Lux circuit has switched over to features from all-newsreel programs. Embassy Newsreel followed suit on Friday.

As far as television competition is concerned, newsreel executives deny vigorously that it has hurt. They readily acknowledge that the reels suffer from television competition with regard to special events like the World Series and championship boxing bouts. But newsreels still are first in the theatre field of general news highlights, they contend. Moreover, newsreel business is off no more in television territories normally than in areas where there is no video.

Paramount short subjects sales chief Oscar Morgan discloses that he has received authoritative reports of a substantial decline in the use of newsreels by television networks and stations. The reason for the decline, he said, is that filmed news has proven to be too expensive a propostion for telecasters.

In their reluctance to lend weight to reports of newsreel setbacks, executives assert that in the final analysis the reels have been hit economically to the extent only that theatre business in general has dropped since the war ended.

The vast majority of exhibitors, they say, eliminate newsreels only as a last resort when theatre business hits a sharp decline. Only the cartoon, they report, enjoys greater security in the theatre than the newsreel, while regular short subjects are usually in the greatest danger of elimination.

Leff Buys His Third

ALBANY, N. Y., Nov. 20.—Sylvan Leff, owner of the Highland and Rialto theatres at Utica, has bought the Family Theatre there from Joe Miller, former manager for Columbia at Albany, who had the house for three months. Leff, former Universal salesman here, who now sells Realart films, also has an interest in the Avon at Syracuse.

Short Subject

"State Trooper"
(RKO Radio)

The audience gets a good insight here into the training of a Connecticut State Trooper and his graduation to full-fledged crime-stopper. There is plenty of action, showing how certain crimes are fought and how the criminals are brought to bay. The narration, by Dwight Weist, holds interest throughout. "State Trooper" was produced by Jay Bonafield and directed and photographed by Harry W. Smith. It runs 16 minutes.

Capital's History to Be Told in a Film

WASHINGTON, Nov. 20.—Allen Zee, production head of New York's Capitol Theatre, has been named director of entertainment for next year's Washington Sesqui-centennial Celebration. Zee directed the Cherry Blossom Festival here earlier this year.

The executive committee for the celebration has earmarked $50,000 for a motion picture on the founding and development of Washington. A school-civic group audience is the target.

Set Meet at Seattle

SEATTLE, Nov. 20.—Annual meeting of the Independent Theatre Owners of Washington, Idaho and Alaska will be held on Nov. 29 at the Benjamin Franklin Hotel here, James Hone, executive secretary, has announced.

Albany Tent Starts Drive

ALBANY, N. Y., Nov. 20.—More than $2,000 toward the local Variety tent's $25,000 drive for a boys' summer camp was pledged after George O. Williams, managing editor of the *Times-Union,* told a Variety dinner-meeting what a vacation in such a camp did for him as a 12-year-old boy. Jack Beresin, Variety International assistant chief barker from Philadelphia, donated $250.

Films 'Vet' Patients

Transfilm, Inc., is nearing completion of "Rehabilitation of the War Veteran," a one-reel motion picture made for the Civilian Affairs Division of the Army. The film was made in the New York regional office of the Veterans Administration, largest out-patient clinic in the world. It shows the working of the clinic through the eyes of an amputee patient.

FCC Video Test Today

WASHINGTON, Nov. 20.—The Federal Communications Commission tomorrow and Tuesday will view comparative demonstrations of the color TV systems of RCA and CBS and the black-and-white system of Dumont. After these demonstrations, the Commissioner's color television proceedings will recess until Feb. 6, when it will again witness comparative demonstrations of the three systems and the system of Color Television, Inc., and hear further testimony.

National Television Committee Proposed

The Radio Manufacturers Association has authorized its television committee to present to the Federal Communications Commission a plan for the immediate establishment of an industry-wide national television system committee composed of top engineers. The group would be charged with presenting technical data relative to allocation of the UHF frequencies and the lifting of the "freeze" on VHF allocations and recommending basic standards for color television.

N.J. Allied Hits

(*Continued from page* 1)

the sale of the picture. It was offered at the following terms: 60 per cent of the gross. If he saw fit to advance admission prices, that was his own business. At the same time the member was asked, 'What are you kicking about? I have asked 70 per cent from some exhibitors."

Reclaim Leased Theatres

SAN FRANCISCO, Nov. 20. — The 320-seat Newsreel Theatre here, purchased by Fox West Coast two years ago and leased to Aaron Goldberg Theatres, will be operated by FWC after Nov. 30. On the same date, Loew's will resume operation of the Warfield, formerly leased to FWC.

Reviews

"Adam And Evalyn"

(Rank—Universal-International)

THE mad scene she did so superbly in "Hamlet" and his ingratiating performances in a number of assignments, clearly have opened the door to U. S. audience acceptance for Jean Simmons and Stewart Granger. Happy casting news is that they are together in "Adam and Evalyn," a Harold French production which is presented by J. Arthur Rank.

From an original story by Noel Langley, there has been fashioned a mildly dramatic offering that evokes a fair share of interest generally, although it does seem over-long for its type. Miss Simmons, especially, brightens the piece as the awkward orphan who grows to vivacious maturity and becomes the romance target of Granger, her benefactor.

The production itself is unstinted and polished. But the narrative seems somehow to unfurl too quietly and leisurely. A tighter script and zestier presentation apparently would have enhanced the work a great deal.

Granger is a suave, amiable gambler who visits the daughter of his deceased friend and, overcome by her childish charm, adopts her. It is not long after that she is a very attractive young lady with poise and spirit. The relationship between the two changes from man-about-town and ward to two persons in love. It ends as they embrace and he gives up gambling at her behest.

Edwin Styles, Raymond Young, Helen Cherry, Beatrice Varley and Joan Swinstead are among the others in the cast.

Running time, 92 minutes. General audience classification. Release date, not set.

GENE ARNEEL

"Mary Ryan, Detective"

(Columbia)

A JEWEL-THIEF melodrama of mild interest, "Mary Ryan, Detective" was produced capably enough but the many slow spots make it something less than a grade "A" action story.

Produced by Rudolph C. Flothow and directed by Abby Berlin, the picture brings Marsha Hunt to the screen as a sleuth who is given the assignment of breaking up a ring of jewel thieves and "fences." After posing in the cell of a women suspect as another convict, she soon becomes a "member" of the gang and becomes involved in a big job.

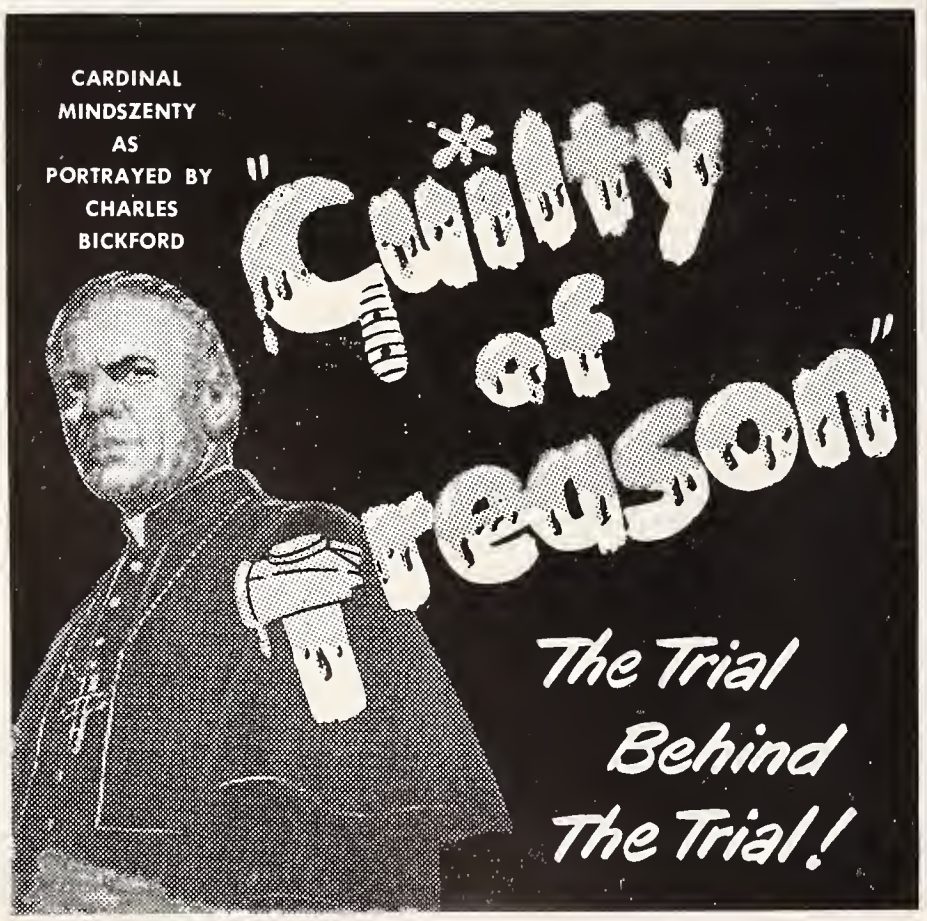
Eventually, however, everything is straightened out after a series of moderately exciting sequences and after the regeneration of a member of the gang whose life she saved. Camera work and script are average, and so is the acting by Miss Hunt, and John Litel, June Vincent and Harry Shannon, in supporting roles.

Running time, 67 minutes. General audience classification. For November release.

Federation Leaders

(*Continued from page* 1)

committee will be Lou Novins of Paramount Pictures, chairman, and Ben Fielding, Loew's, and Arthur Israel, Jr., Paramount, co-chairmen. Heading the exchange committee will be Lou Gruenberg of RKO Radio.



Wilson Says

(*Continued from page* 1)

Motion Picture Association president Eric A. Johnston concerning film matters during the former's two-week stay in the U. S.

Wilson denied flatly, however, that he had any intention of "negotiating" Anglo-American film problems with Johnston. Last Tuesday in Washington Johnston reported that he and Wilson would discuss British-American film problems in a series of meetings there, starting yesterday.

Wilson, who came here from London to attend a United Nations food and agriculture meeting, said he will also tour some U. S. cities on this trip, Chicago and New Orleans being on his intinerary, to study possibilities for an expanded market here for British goods.

When he returns to England, Wilson will take up the British admissions taxes situation, particularly with reference to the question raised by J. Arthur Rank that the high taxes were in part responsible for the losses sustained by his motion picture enterprises.

Book SRO 'Vaude' Unit

BUFFALO, Nov. 20.—The new David O. Selznick stage unit of five stars, John Agar, Rhonda Fleming, Rory Calhoun, Louis Jourdan and Isabelita, will play Shea's Buffalo here, starting Thursday. Bob Hopkins will be "MC" with a local stage band to be used.

New York-Chicago Television Relay Circuit in 1950

BUFFALO, Nov. 20.—A multi-million-dollar television and communications microwave radio relay circuit will be in operation between New York and Chicago, by way of Buffalo, by next June, M. E. Strieby of New York, staff executive of the long lines department of the A. T. and T., announced here.

New York Telephone previously had announced it would construct a microwave relay setup between Buffalo and New York by 1951. Strieby's announcement represents both an enlargement of the company's plans and a sharp speedup in work schedules.

Second Circuit Jan. 1

The A. T. & T. executive also said the company expects to complete by Jan. 1 the installation of its second television circuit in the coaxial cable between Cleveland and Buffalo. This will permit WBEN-TV here to obtain programs without interference from the television station at Erie, Pa., which at times has prevented WBEN-TV from obtaining programs.

The New York-Chicago microwave radio relay system "will be capable of providing six simultaneous channels, each of which can earry television programs or other communications," said Strieby, one of the nation's foremost communications engineers.

This means numerous networks will be able to reach wider audiences at the same time and the new circuits will provide for other television stations to be set up in Buffalo, it was pointed out.

Strieby pointed out that by the middle of next year, A. T. & T. will have met all demands for network television circuits. He said television is growing faster than radio did in its early days and by next year TV will be a "billion-dollar industry."

Immoral Pictures

(*Continued from page* 1)

than foreign releases, but not much.

During the past year, Bishop Scully reported, the Legion reviewed 467 features. "Almost 24 per cent of these were morally objectionable in whole or in part," he declared. "Of the domestic, almost 19 per cent were objectionable, and close to 47 per cent of the foreign films. Not only in numbers but also in kind and degree of moral offensiveness were films of the past year at the lowest ebb."

It was announced that the most Reverend Bryan J. McEntegart of Ogdensburg, N. Y., had completed his term on the Episcopal Committee and the Most Reverend William A. O'Connor of Springfield, Ill., had been chosen to succeed him.

Legion Reviews 7; Classes Three as 'B'

Seven additional films have been classified by the National Legion of Decency, with three receiving a "B" rating. In that classification are Columbia's "All the King's Men," Paramount's "File on Thelma Jordan," and M-G-M's "Tension." In Class A-II are Columbia's "Barbary Pirate," Paramount's "Captain China," 20th Century-Fox's "Daneing in the Dark," and Columbia's "Mary Ryan, Detective."

Brumm, Johnson to Handle ITO Meeting

Milwaukee, Nov. 20.—Arrangements are being made for the Independent Theatre Owners of Wisconsin annual state convention, set for Dec. 1-2 at the Schroeder Hotel here, by Arnold Brumm of the Ritz Theatre as chairman, and Edward Johnson of the Roosevelt, as co-chairman.

Other committee heads are: Charles W. Trampe, entertainment and tickets; F. J. McWilliams, reception, and Helene Hanke, ladies' committee.

15 Percentage Suits

(*Continued from page* 1)

Omar; Grand, Ronceverte; Sophia, Sophia; Robey and Wood, Spencer; Palace, Pocahontas; Royal, Mount Hope, and the Pioneer, Grand and War in War.

Evans L. DeCamp of the Cincinnati law firm of Paxton and Seasongood, and Luther G. Scott of Bluefield, W. Va., are the attorneys for each of the distributors.

Clifford S. Brown of Kane, Pa., is the defendant in eight similar suits filed in Federal Court for Western Pennsylvania. Separate actions were filed in Pittsburgh by Columbia, Warner Brothers, Universal, 20th Century-Fox, United Artists, Loew's RKO and Paramount. The Kane and Temple Theatres in Kane, Pa., are the theatres involved in these actions.

Smith, Buchanan and Ingersoll of Pittsburgh represent Loew's, and Reed, Smith, Shaw and McClay represent the remaining plaintiffs. Sargoy and Stein of New York are of counsel for the distributors in all of the suits.

Merge Percentage Suits into One Case

MINNEAPOLIS, Nov. 20.—Percentage suits pending in Federal Court here filed by various distributors against exhibitors William and Sidney Volk were merged by agreement of counsel for both sides, with the suit filed by the exhibitors for a declaratory judgment.

Paramount, Loew's, Warner Brothers and RKO had originally filed percentage actions against the exhibitors involving the Camden, Nile and Falls Theatres in Minneapolis. The exhibitors in turn thereafter filed a single suit against these four distributors, as well as Columbia, 20th Century-Fox, Universal and United Artists, for a declaratory judgment as to the enforceability of their license agreements.

Pursuant to agreement between counsel for all parties, answers were filed by each of the eight distributor defendants, which answers include counterclaims by each distributor for damages sustained from allegedly fraudulent percentage returns, as well as a defense that the exhibitor plaintiffs did not come into court with clean hands.

Pursuant to the same stipulation by counsel, the four distributors which had filed percentage suits prior to the suit by the Volks, each withdrew its suit without prejudice.

David Shearer of Shearer, Byard, Trogner and Peters of Minneapolis is counsel for the distributors, with Sargoy and Stein of New York of counsel. Benedict Deinard of Minneapolis represents the exhibitors.

Review

"Tough Assignment"

(*Lippert Productions*)

IN this production by Carl K. Hittleman, directed by William Beaudine, from a script by Milton Luban based on a story by the producer, Don Barry plays a daring young reporter who risks his and his wife's neck in tracking down and bringing about the apprehension of 1949 cattle-rustlers who force Metropolitan butcher shops to sell their illicit beef to today's unsuspecting consumers.

The time is now, the setting is Los Angeles, and the demonstration that this supposedly bygone type of criminality can be practiced in this era give the film its principal challenge to audience interest. The picture is ably made for the box-office level it seeks.

In the story, Barry, recently married to a girl photographer employed by the same newspaper, blunders upon the fact that gangsters are forcing butcher shops to sell their unlicensed beef, and persuades his managing editor to allow him to follow up the story. Marjorie Steele, his bride, goes along with him on a trail of investigation which leads him into the ranch stronghold of the rustlers, and after a series of conflicts in which he both takes and gives beatings, he leads the gangsters into capture. He, she and Sid Melton, the latter as a minor member of the gang, put some humor as well as melodrama into the proceedings. Also in the cast are Steve Brodie, Marc Lawrence, Ben Weldon and others.

Running time, 64 minutes. General audience classification. Release date, Dec. 17.

RKO Dissolutions

(*Continued from page* 1)

under RKO's consent decree in the industry anti-trust suit was Nov. 8. This was extended to Nov. 18 and is now off to Feb. 16.

A report on the order was given by RKO president Ned E. Depinet in the following statement:

"The RKO consent decree was today (Friday) amended by the United States District Court so as to extend to Feb. 16, 1950 the time within which RKO must dispose of two first-run theatres in Cincinnati and must either terminate its interests in theatres held jointly with other actual or potential exhibitors (through sale or acquisition) or adopt one of several courses of action with respect to such joint interests.

"With respect to any joint interest not terminated by negotiations, RKO may prosecute legal action for dissolution of any affiliated corporation designed to terminate the joint interest; may place any of its joint interest in the custody of trustees appointed by the court to hold and dispose of in such manner as the court shall determine; or may present, for the approval of the court and for consummation within a further period to be prescribed by it, some definitive plan for compliance with the provisions of the consent decree relating to the termination of the joint interests.

"We will continue to endeavor to terminate joint interests at fair market value and on acceptable terms. Should that prove impossible respecting joint interests of sufficient value, the directors will consider divesting the joint interests from the RKO enterprise but preserving them for the stockholders under some plan which would be in consonance with the public interest and commend itself for the approval of the court."

RKO Profit

(*Continued from page* 1)

mated losses of $3,560,129 on outside productions, stories and continuities.

A consolidated net loss of $287,809 for the third quarter of 1949 was reported after all charges and taxes, compared with a consolidated net loss of $2,257,888 for the third quarter of 1948 (including provision for estimated losses of $3,405,194 on outside productions, stories and continuities).

New Supply Firm

(*Continued from page* 1)

ice the candy departments of American Theatres. All accessories will be purchased from National Screen for American Theatres after Jan. 1, instead of from Standard Accessories, as in the past.

As reported in MOTION PICTURE DAILY last Jan. 5, as a result of Paramount's Mullin and Pinanski divestiture, Standard Candies Corp., formerly operated by M. and P., is not connected with either New England or American Theatre, but operates as a candy jobber on its own.

Reelect Cowan Society Head

OTTAWA, Nov. 20.—Reports of substantial growth were presented at the 14th annual meeting here of the National Film Society of Canada.

C. G. Cowan of Ottawa was returned as president and vice-presidents named were Dr. Victor Dore, Canadian Ambassador to Belgium, and Donald Cameron of the University of Alberta; secretary is D. W. Buchanan, and the treasurer is W. J. Turnbull, Deputy Postmaster General of Canada. Gordon Adamson was renamed executive secretary.

The board elected includes, in addition to the aforementioned, Dr. Robert Westwater, Graham McInnes, Dr. Lloyd M. Hampson, Dr. N. A. M. MacKenzie, David Mackenzie, Mrs. F. R. Crawley, Jean Carreau, Dr. E. A. Corbett, R. Kidd, Gaudry Delisle, Leon W. Chatwin, A. L. Hepworth, Norman Barton, Lachlin M. MacRae, Gerald Pratley, J. W. Grimmon, Saul Hayes.

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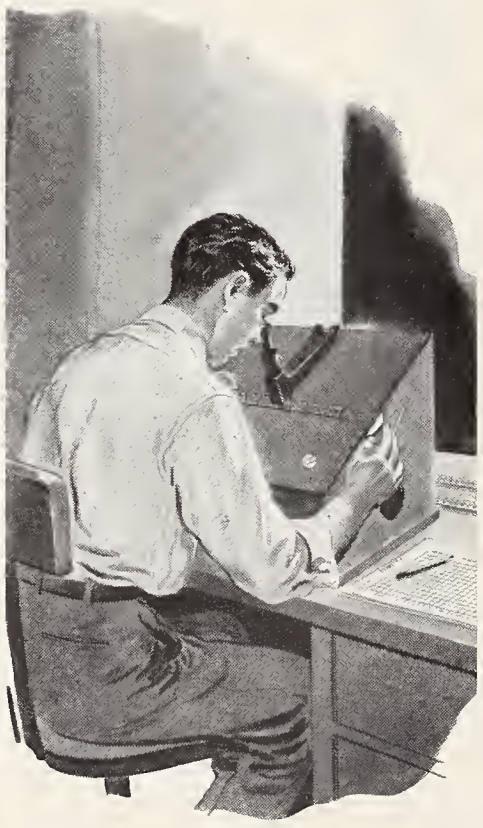

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Accurate Concise and Impartial

VOL. 66. NO. 99 NEW YORK, U. S. A., TUESDAY, NOVEMBER 22, 1949 TEN CENTS

Half-Million Grant to MPEA For Germany

Total May Rise for 5-Month Operation

The Economic Cooperation Administration guaranty contract finally awarded the Motion Picture Export Association for its operations in Germany from August through December will range between $525,000 and $875,000 for 35 pictures, with ECA officials leaning toward the higher figure.

The Motion Picture Export Association was recently awarded a $1,600,000 guarantee contract by the Army for film distribution in Japan, Korea and the Ryukyus during the fiscal year ending June 30.

Though the German contract has not

(*Continued on page 3*)

60 Houses in '3rd Circuit'

Unable to come to terms with either the RKO or Loew's circuits in the Metropolitan area, Universal-International has licensed "Christopher Columbus" and "Abbott and Costello Meet the Killer" on an equal-billing deal to 40 Skouras houses here in the second "third circuit" arrangement this month. Earlier, United Artists sold "Black Magic" and "Great Dan Patch" away from Loew's. The Universal combination will open in two Skouras houses today, 19 tomorrow and the balance of the circuit subsequently. Additionally, about 20 other houses will join in the "third circuit," bringing the total to 60.

Confine Salesmen Contract to Wages

CHICAGO, Nov. 21.—The new agreement between the Colosseum of Motion Picture Salesmen of America and distributors covering approximately 1,000 film salesmen is expected to be confined to wage adjustments, according to reports received following the recent wind-up of negotiations at the Blackstone Hotel here.

Official sources, however, are maintaining strict secrecy as to the terms,

(*Continued on page 3*)

UK 'Divorcement' Report To Come to Wilson Here

Plan More Wilson-Johnston Sessions

Washington, Nov. 21.—Motion Picture Association of America president Eric A. Johnston and British Board of Trade president Harold Wilson met here yesterday at the Shoreham Hotel for a discussion of Anglo-American film matters. Further talks will be held.

Wilson will attend the opening of MPAA's new projection theatre here tomorrow night with President and Mrs. Truman, Cabinet members and their wives and film company heads and their wives. On Wednesday he will attend a luncheon-meeting at MPAA headquarters here.

Sir Arnold Plant's report on the findings of his committee of inquiry into British production and distribution, which in Britain is generally expected to recommend a complete divorcement of the two operations, will be received by British Board of Trade president Harold Wilson during the latter's two-week visit in this country, Wilson disclosed in a press interview here at the weekend.

At that interview, Wilson underscored with a flat "no" the statement he made Friday upon his arrival at LaGuardia Airport in answer to questions concerning possibilities of an increase in remittances from Britain under Johnston-Wilson pact revisions next year. His earlier reply to the question was that he didn't think anybody expects remittances to be increased.

Wilson said in his second press conference that no present increase in the funds of the British government's Film Finance Corp. is planned "since we still have some money in the kitty."

Expressing confidence in the operations of Britain's independent produc-

(*Continued on page 3*)

U. K. Government to Consider Industry Ills Around Dec. 14

By PETER BURNUP

LONDON, Nov. 21.—It is authoritatively understood here that a full-dress debate on the present condition of Britain's motion picture industry will take place in the House of Commons around Dec. 14.

President of the Board of Trade Harold Wilson is due back from the U. S. on Nov. 30. He will then have before him the report of Sir Arnold Plant's committee which, among other things, is expected to recommend divorcement, and also will have the findings of a Films Council meeting.

It is known that Wilson is contemplating the appointment of yet an-

(*Continued on page 3*)

Set Trial for CSU $47,000,000 Suit

HOLLYWOOD, Nov. 21.—Conference of Studio Unions' $47,000,000 suit against the major film companies and IATSE will go to trial on Jan. 31 before Federal Judge William C. Mathes with an "advisory jury" empowered to make recommendations but with the decision resting with the court.

This ruling was made by Judge

(*Continued on page 2*)

Say Producers Pay Two-way Music Fees

That a majority of studios are paying public performance fees to music publishers at the same time they clear synchronization rights was stressed at the weekend meeting of industry attorneys with Sigmund Timberg, head of the Justice Department's consent decree section. The payments are being made at the publishers' insistence but with the understanding that the money will be returned for payment to whoever else is ultimately determined to be the rightful collector of the public performance rights.

Timberg called the session for en-

(*Continued on page 2*)

Col. Sales Heads Meet on Policies

District sales heads of Columbia Pictures started meeting here yesterday with home office executives for a broad discussion of sales policy. The discussions are believed to have touched upon exhibitor protests against sales terms for "Jolson Sings Again," but the company indicated that no statement would be issued until the meetings are concluded probably today.

Fox Reports a Record Gross In U. S. Sales

38,309 More Deals in 46 Weeks Cited by Smith

Division sales managers of 20th Century-Fox, meeting at the home office yesterday, reported a record number of Christmas and New Year's dates on "Prince of Foxes" "exceeding anything ever established in the history of the company." Simultaneously, Andy W. Smith, Jr., sales vice-president, revealed that an all-time mark for contracts and bookings has been set during the first 46 weeks of the current year. "This overwhelming record will give the company its greatest domestic distribution gross ever achieved," he said.

Smith reported that in the

(*Continued on page 3*)

Cowdin Quits 'U' Board Post

J. Cheever Cowdin, board chairman of Universal since 1936, yesterday announced that he has resigned that post, effective Dec. 31. The board chairmanship may not be refilled, Cowdin reporting that other company heads have indicated that no successor will be named. The company and Cowdin disclosed jointly that arrangements had been entered into so that Cowdin's services on financial matters will be available to Universal in a consultative capacity.

Cowdin gave as the reason for resigning his intention to "take things easier." He said after Jan. 1 he would be relieved of financial activities.

Opposes Review of Drive-in Patent

WASHINGTON, Nov. 21.—E. M. Loew's Drive-in Theatres, Inc., today opposed a request by Park-in Theatres, Inc., that the U. S. Supreme Court reconsider its Oct. 10 decision not to review a ruling of the First Circuit Court of Appeals that Park-in's Hollingshead drive-in patent is invalid.

"A general industry interest in a patent and avoidance of further liti-

(*Continued on page 2*)

Personal Mention

E. K. (Ted) O'Shea, Paramount assistant general sales manager, is due in New York today from New Orleans.

•

Lew Schreiber, 20th Century-Fox studio executive, and Mrs. Schreiber; Robert Goelet, Jr., producer, and Mrs. Goelet; and Janis Paige, actress, were among those arriving here yesterday on the *S. S. Queen Elizabeth.*

•

Robert Benjamin, president of the J. Arthur Rank Organization, will be married tomorrow night to Jean Holt, researcher on the staff of *Life* magazine.

•

Fred Goldberg, Paramount trade press contact, was confined to his home here yesterday with a cold.

•

Danny Kaye has arrived here from Boston and Toronto.

•

Leon Gordon, M-G-M producer, is in New York from the Coast.

Atlanta Censors Sued On 'Boundaries' Ban

Atlanta, Nov. 21.—Producers and distributors of the controversial, Atlanta-banned "Lost Boundaries," have filed a suit here in District Court against Atlanta's censor, Christine Smith and the entire city board of censors, including *ex-officio* member Mayor William B. Hartsfield.

The suit, filed by Attorney Morris B. Abram and the firm of Heyman, Howell and Heyman, of Atlanta, and the firm of Rosenman, Goldmark, Colin and Kaye, New York, charges banning of the film a violation of the First Amendment of the U. S. Constitution and the due process clause of the 14th Amendment. Plaintiffs are the RD-DR Corp. and the local branch of Film Classics, with Ralph McCoy, branch manager, claiming the Constitutional guarantee of freedom of speech and press.

Majors, Independents Book Disney Picture

As a special Thanksgiving release, RKO Radio's "The Adventures of Ichabod and Mr. Toad" and "Easy Living" will open tomorrow in 150 theatres throughout Metropoltian New York and New Jersey.

Ann Sheridan Sues RKO

Hollywood, Nov. 21.—Ann Sheridan brought Federal court suit against RKO today, charging she was contracted to star in "Carriage Entrance" and asking $150,000 in salary and a $200,000 share in profits.

Benefit Premiere Tonight

Special world premiere of "Always Leave Them Laughing" will be held tonight at the New York Strand Theatre for the benefit of the Damon Runyon Memorial Fund for Cancer Research.

Arnall Rejects Offer Of State Dept. Post

Washington, Nov. 21.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, has turned down a White House offer to be named Assistant Secretary of State for Public Affairs, according to a report being circulated in State Department circles. The job would have meant overseeing, among other things, the Voice of America program.

Legion Removes 'C' Rating from 'Forest'

Warner's "Beyond the Forest" has been removed from the Legion of Decency's "C" or "condemned" classification and placed in the "B" category, it is announced by Rev. Patrick J. Masterson, the Legion's executive secretary. The announcement was accompanied by the following notation:

"Revisions made in this film are deemed sufficient to remove, in a substantial manner, the original objection of the Legion of Decency. 'Beyond the Forest,' however, still contains suggestive costuming and situations."

Re-submit 'Forest' to Mass. Censors with 15 Cuts

Boston, Nov. 21.—With 15 eliminations of what was called "suggestive dialogue," Warner Brothers' "Beyond the Forest" will be re-submitted to the Massachusetts Censorship Board and the Boston City Censor Board.

Two-Way Music Fees

(*Continued from page* 1)

lightenment on how the film industry had been doing business with the American Society of Composers, Authors and Publishers prior to the court decisions against the Society and how music rights have been cleared since.

It was reported that in a majority of instances the payments are being made through Harry Fox, acting as the publishers' agent. An average fee is said to be $1,000 for a single composition which, with the costs of synchronization being equal, brings the total for the one tune to $2,000. Background music, of course costs less.

Timberg has been discussing an amended consent decree with Ascap for nine months and all indications at the weekend meeting with the film company lawyers were that that goal is far from being in view.

CSU Trial Set

(*Continued from page* 1)

Mathes at a pre-trial hearing today where the CSU, which filed the suit on July 7, 1947, and charges that the majors and IATSE conspired in June, 1946, to eliminate the CSU from the labor picture and to stifle independent producers, petitioned for a jury trial. The amount asked by the CSU represents wages of which CSU members were allegedly deprived.

Showmanship Needs Cited by Le Roy

Exhibitors should worry more about pictures than popcorn, producer-director Mervyn Le Roy declared here yesterday in citing the need for effective showmanship. "Showmanship plays an important role in the box-office success of any picture," he said, adding that it is up to both the production and exhibition branches of the industry to contribute to this showmanship.

Amplifying his views, Le Roy said exhibitors have to "get out and sell more, enlighten the public on what's inside the theatre, and make marquees attractive."

As for showmanship in the production end, he said it is up to the director to visualize "whether a picture will hold an audience or not. We have to put showmanship into it to bring the people in," he observed.

Le Roy, who has just completed "East Side, West Side," is currently looking for story material. His present M-G-M contract, which has four and a half years to go, calls for two pictures a year.

Drive-in Patent

(*Continued from page* 1)

gation offer no basis for a Supreme Court review," Loew said, referring to Park-in's argument that the high court should take the case because of the widespread industry interest in the patent and the fact that it would have to file several hundred new cases against drive-in exhibitors if a court review were not granted. "In most patent cases, the patent has importance to members of an industry beyond the interest of the parties to the suit, and in many if not most cases, further litigation will be avoided if this court will only accept the first case for review," Loew continued. "It said that it knew of no precedent, however, for a Supreme Court review of a patent case merely on these grounds."

Quits Selznick Post To Form Own Agency

Hollywood, Nov. 21.—Paul MacNamara, who resigned over the weekend as director of advertising-publicity for the David Selznick companies, today announced that he will establish an agency to promote individual pictures, starting prior to production and continuing into exhibition.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
ALAN LADD · DONNA REED
in "Chicago Deadline"
with June HAVOC · Irene HERVEY
Arthur KENNEDY
in Person JO STAFFORD
JACKIE GREEN
PEIRO BROTHERS
Extra PAUL WESTON And His Orchestra
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

June HAVER - Mark STEVENS
S. Z. "Cuddles" SAKALL
"OH YOU BEAUTIFUL DOLL"
20th Century-Fox Picture
Color by TECHNICOLOR.
And on the Stage:
TONY MARTIN - Salici Puppets
ROXY 7th Ave. & 50th St.

Casanova . . .
could have
taken lessons
. from
BOB HOPE
"The Great Lover"
A Paramount Picture

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Half-Million Grant

(Continued from page 1)

yet been signed, the industry has gone ahead with its original program of sending 35 pictures to Germany during the five-month period on verbal assurances from the ECA that some agreement will finally be made.

The industry asked for a $1,066,000 guaranty in Germany for the period, and this full amount was approved by the Joint Export-Import board in Germany. However, ECA is not prepared to give the full sum, it was reported.

It is believed that $350,000 will cover the out-of-pocket expenses of getting the 35 films shown in Germany, and ECA is prepared to give a considerable amount over this minimum towards original film-making costs. How much above the minimum is still being haggled over.

Final decision and contract signing is expected next month.

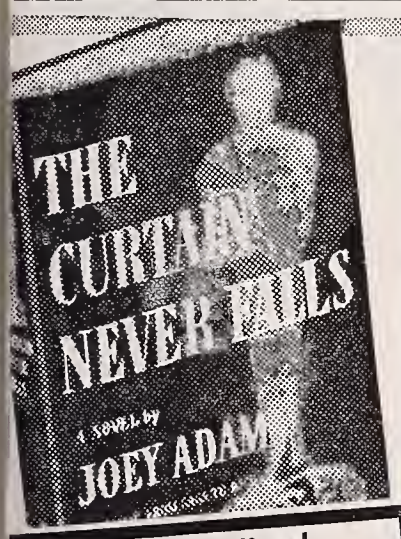
UK 'Divorcement'

(Continued from page 1)

ers, the Board of Trade head pointed out that more than 50 per cent of the films now in production are independently made or made under the aegis of British-Lion. Wilson said it was impossible for him to estimate the film quota figure for the next year until it became certain how many pictures would be available.

Mirisch Presides at Monogram Meeting

A Monogram executives sales meeting was held here over the weekend at which the sales policy on new product was set. Harold Mirisch, vice-president, and Maurice Goldstein, general sales manager, presided.



The Great NEW Novel about Show Business!

JACK LAIT

says "I lived through all my fascinating experiences in show business as I read THE CURTAIN NEVER FALLS from cover to cover in one sitting!"

THE CURTAIN NEVER FALLS

By JOEY ADAMS

$3.00 at all bookstores

FREDERICK FELL, Inc., Publishers

Review

"Always Leave Them Laughing"

(Warner Bros.) *Hollywood, Nov. 21*

MILTON BERLE ties 'em in knots a dozen times or so, throws 'em in the aisles now and then by way of variation, and sends 'em out wondering what's happened to 'em but mighty glad it did. They've witnessed a phenomenon no less remarkable in its way than an atomic explosion and their laugh muscles have had a workout they'll be telling friends about for weeks. They feel a little sheepish when they start reflecting back over some of the material that made them laugh their heads off, but they're happy about the whole thing. "Always Leave Them Laughing" is doomed to do land-office business.

You don't have to be a Berle fan to go for his picture. A lot of people present at its Hollywood preview were anything but. He'd come back as a television star to a league in which he'd failed to bat home runs in an earlier inning, and you could have got better odds that he'd strike out than vice versa. But when he slammed out his first dynamic sequence—a riotous demonstration of a small time comic knocking himself out at a tank town resort—he had the crowd in his pocket. If he took a show-me Hollywood the way he did, he can stand any other community on its ear.

Getting all this done was by no means a simple chore on producer Jerry Wald's ample agenda. There were a hundred ways to blow it, and one way to succeed. That way was to give Berle a story about a guy just like Berle, and to turn the direction over to a man so thoroughly versed in filmic rough-and-tumble as Roy Del Ruth. From the script by Melville Shavelson and Jack Rose, and the story by Max Shulman and Richard Kenland, the producer and director derived a blend of wisecrack, slapstick, satire and sentiment beyond any entertainment seeker's power to resist. It's got speed, momentum, change of pace, song, dance, production numbers, romance, a spot or two of potent pathos, vivid characterizations, just about everything in the book, a mixture that needs a Berle to keep it boiling and has him.

Although Berle is front and center throughout, which is where he belongs, the picture finds time also for Bert Lahr to turn in his best screen performance, putting over, in a wheel-chair episode, a serious discussion of the art of being a comedian which may turn out to be the most enduringly memorable scene in the production. Ruth Roman as the girl who falls in love with Berle, Virginia Mayo as one who tries to fit him into her business designs by pretending affection, Alan Hale, Grace Hayes, Wally Vernon, Iris Adrian, Jerome Cowan, Ransom Sherman and Lloyd Gough are other principals.

Lest there be exhibitor concern in quarters where television has not yet become a factor, it is to be mentioned that the new medium in which Berle has run up such a fever of popularity figures only momentarily in the picture.

Running time, 116 minutes. General audience classification. Release date not set.

WILLIAM R. WEAVER

Fox's Record Gross

(Continued from page 1)

first 46 weeks of 1949, the company sold 38,609 more feature contracts than were sold during the entire 52 weeks of 1948, while feature bookings totalled 35,267 more than the entire year of 1948. Hundreds of accounts which have not played company pictures for as long as two years have been brought back into the 20th Century-Fox fold, Smith disclosed.

Paying tribute to his division chiefs, Smith congratulated his forces for establishing an all-time record in distribution revenue, contracts and bookings for the year. Smith also hailed the showing on "Prince of Foxes," saluting exhibitors for taking advantage of the unprecedented preselling national magazine campaign which is scheduled to hit 300,000,000 readers in the next four weeks.

Reports on the business being done by "Pinky" were also given, with the showing of the picture in Atlanta over the weekend pointed out as bringing "universal acceptance for the film throughout the country."

Salesmen Wages

(Continued from page 1)

pending ratification of the agreement by the Colosseum convention to be held in Kansas City, Nov. 25-27.

It was reliably reported by unofficial sources, meanwhile, that the automobile mileage rate will not be increased under the new pact, nor will there be provisions relating to the dispute over company-furnished cars.

UK Government

(Continued from page 1)

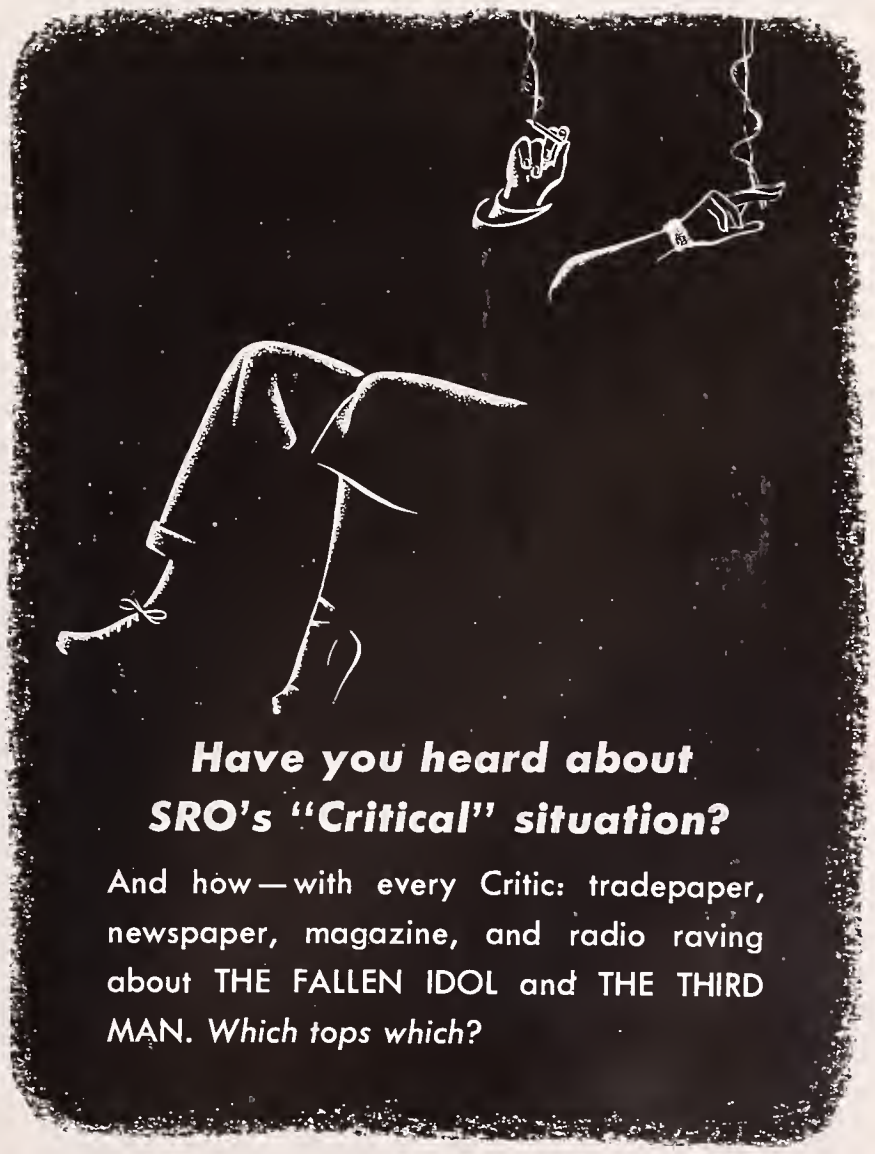
other of his film committees. While nothing has been announced officially, it is surmised that the new committee will consist of accountants and other financial authorities.

Wilson is not permitting himself to be jockeyed into panic action, meanwhile, by critics of the Rank Organization following publication of the latter's financial report. He told one questioner in Commons that he thought an investigation might be made into the Rank financial set-up under the Companies Act and that Rank's methods of valuing his films might also be looked into. But that was all.

The leftist Association of Cine and Allied Technicians, with one-third of its membership on the unemployed list, is taking advantage of recent developments by pressing for the virtual nationalization of the industry. It demands that the government requisition all idle studio space and initiate production with the aid of a greatly extended Film Finance Corp.; that it establish a state distribution company, create a state-owned circuit and maintain the 40 per cent quota.

Tom O'Brien's National Association of Theatrical and Kine Employes has called for the investment in the industry of £20,000,000 by the government and the fixing of a production target for each individual producer.

However, with the general election occurring next February or March, and politicians going to the voters on a program of severe economy, it is not believed likely that the government will give further financial help.



"ALL THE KING'S MEN HAS SURPASSED THE BUSINESS AT THE BOX-OFFICE OF EVERY PICTURE THAT HAS EVER PLAYED OUR VICTORIA THEATRE EXCEPT ONE, WHICH PLAYED AT A $2.40 TOP."

Maurice Maurer
Vice-President, City Entertainment Corporation

COLUMBIA PICTURES Presents ROBERT ROSSEN'S PRODUCTION of ALL THE KING'S MEN Based upon the Pulitzer Prize Novel "All The King's Men" by Robert Penn Warren · with Broderick CRAWFORD · Joanne DRU · John IRELAND · John DEREK Mercedes McCAMBRIDGE · Written for the Screen and Directed by ROBERT ROSSEN

Only rarely does a picture open in New York to such critical praise and public acclaim.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 100 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 23, 1949 TEN CENTS

Para.-Richards Resume New Product Talks

Circuit Seen Amenable To Competitive Bids

Paramount's sales department has underway negotiations looking to licensing of the company's product to Paramount - Richards Theatres, New Orleans, for the first time since the company began selling away from Richards because of disputes on terms some 13 months ago.

Deals being discussed are for after Jan. 3 when ownership of the circuit will be taken over by United Paramount Theatres when the latter is divorced from Paramount Pictures.

Additionally, it is said that when United Paramount takes over, the circuit will be more amenable to the idea of competitive bidding for product, which under Richards has been ignored.

E. K. O'Shea, Paramount's assistant general sales manager, returned here yesterday from New Orleans,

(*Continued on page 6*)

20th Sets 7 For Quarter

Twentieth Century-Fox has slated seven pictures for release during the first quarter of 1950, Andy W. Smith, Jr., distribution vice-president, yesterday reported at the final session of the company's two-day division sales managers meeting at the home office.

It was revealed also that 20 pictures for 1950 are either completed or currently shooting.

January will see the release of

(*Continued on page 3*)

Fox's Print Turnout Is Raised to 400

Twentieth Century-Fox's division sales managers were informed at their meeting here yesterday by distribution vice-president Andy W. Smith, Jr., that the company has adopted a policy of turning out 400 prints per picture instead of 350 as heretofore.

Upon being advised of the 20th-Fox increase in print production, Theatre Owners of America executive di-

(*Continued on page 6*)

60% of British Theatres Sought Quota Relief; 1,495 Were Granted Exemptions

LONDON, Nov. 22.—The Board of Trade disclosed today that 2,707 theatres in Britain, or approximately 60 per cent of the 4,772 total, applied for relief from the 45 per cent film quota during the year ended Sept. 30. Of that number, quota relief was granted in varying measure to 1,495 theatres, 223 being given complete exemption and some others being required to give as little as 10 per cent of their playing time to British films.

In the preceding year, 1,330 theatres were granted relief from the 20 per cent quota then in effect.

Einfeld, Woodin Debate Trade Press Advertising Issues

Pointing to 20th Century-Fox's recent trade paper advertising, Charles Einfeld, advertising-publicity vice-president of the company, wrote to Larry Woodin, manager of the Arcadia Theatre Co., Wellsboro, Pa., to ask whether he had seen and read the advertisements.

Woodin is the exhibitor whose open letter to producers-distributors concerning their trade advertising practices was published in MOTION PICTURE DAILY on Nov. 9. Deploring generally reduced trade paper advertising, Woodin asked in substance: "How can I be expected to sell product which hasn't been sold to me?"

Einfeld replied, in part: "I was particularly interested . . . because from Oct. 31 we have been running in all of the trade papers a four-page trade ad which represents Twentieth product for the next half year.

"I'm curious as to whether you saw this ad and, if so, if you read it. Your failure to exclude Twentieth Century-Fox from your general industry indictment forces me to the conclusion that perhaps we over-estimated the

(*Continued on page 3*)

New Product, Deal For Financing Up At UA Meet Friday

United Artists' board of directors will meet here on Friday in what promises to be one of the most important sessions the group has held in many months.

On the agenda is the approval of numerous new distribution pacts with Hollywood producers as tentatively set by president Gradwell Sears; a report on UA's foreign affairs and a releasing contract with British producer Anatole de Grunwald, by executive vice-president Arthur W. Kelly; and further consideration of the projected independent financing arrangement with a New York factoring group and Joseph Justman, head of Motion Picture Center.

Whether the latter has progressed to the point where consummation is likely soon was not disclosed, the only authoritative report on it being that "there is nothing new." The factoring group would provide 75 per cent financing for independent production with the producer making up the balance in cash or deferments.

Kelly is expected in New York by plane today after a six-week tour of England and the Continent.

Made Mindszenty Film to Warn the World: Wrather

Expressing the conviction that the Roman Catholic Church stands as the first line of defense in the free world's struggle to stem the tide of Communist domination, producer Jack Wrather in a press interview here yesterday cited that as the principal reason he, a Methodist, undertook to make "Guilty of Treason," the first "entertainment" motion picture dedicated to exposing the facts behind the trial of Cardinal Mindszenty, imprisoned Primate of Hungary.

Describing the Cardinal as "a symbol" in the battle of "Stalin versus God," in which men of all religions have a vital stake, Wrather held that the fact that Communists could do what they did to the Cardinal proves that "they can do it to anybody, anywhere." This, he explained, is the warning behind "Guilty of Treason," which Wrather co-produced with Robert Golden, in partnership with Edward A. Golden, who produced "Hitler's Children" during the last war.

Charles Bickford portrays Cardinal Mindszenty in the picture, the completion of which is awaited before negotiations for a distributor are begun. Wrather said the $600,000 production,

(*Continued on page 6*)

Columbia in Denial of 'Price-Fixing'

Want 'Best Possible Price' Only: Montague

In a re-statement of sales policy made at the conclusion of a two-day district managers' meeting at the Hotel Warwick here, A. Montague, Columbia vice-president and general sales manager, said yesterday that the company "does not attempt to fix admission prices to theatres."

A. Montague

"That's as flat and forthright a statement as I can make," Montague said. "If I could say it any harder I would."

He declared that Columbia "will

(*Continued on page 6*)

UA Meets on Sales Dec. 2-3

"Superior salesmanship" for its 1949-50 program will be the keynote of United Artists' sales convention scheduled for Chicago on Dec. 2-3, it was announced here yesterday by Gradwell L. Sears, UA president. It was also disclosed that the company will have 15 features this fall and winter.

The sales meeting, to be held at the Blackstone Hotel, will bring together

(*Continued on page 3*)

Johnston, Wilson to Exchange Problems

WASHINGTON, Nov. 22.—"No negotiating, at most an exchange of problems" is the agenda for tomorrow's luncheon-meeting of top film industry officials and British Board of Trade president Harold Wilson, according to an MPAA spokesman for the Motion Picture Association of America.

More and more speculation has cen-

(*Continued on page 6*)

Personal Mention

FRANCIS HARMON, SIDNEY SCHREIBER and JOHN G. MCCARTHY of Motion Picture Association of America's New York office are in Washington today to attend an MPAA luncheon meeting at which HAROLD WILSON, president of the British Board of Trade, will be a guest.

•

DAVID A. LIPTON, Universal-International national advertising-publicity director, who was scheduled to leave here for the Coast earlier this week, delayed his departure until this evening.

•

MONTAGUE SALMON, managing director of New York's Rivoli Theatre, and MRS. SALMON will return here Saturday from a visit to London.

•

ERIC JOHNSTON will speak before a meeting of Texas educators at Ft. Worth on Friday.

•

ARTHUR B. KRIM has returned to New York from England.

M.P. Sales and Cowan Partners in 2 Films

Motion Picture Sales Corp. is now associated with Hollywood producer Lester Cowan, acquiring an interest in two of the producer's current films, it was announced here yesterday by Neil Agnew, MPSC president.

The deal delineates the supervision of sales and distribution of "Love Hapy," starring the Marx Brothers and scheduled for January release through United Artists, and the re-release by Eagle-Lion of "The Story of G.I. Joe."

Gillham Named SRO National Ad Chief

Robert M. Gillham has been named national director of advertising and publicity for the Selznick Releasing Organization and Vanguard Films, to succeed Paul MacNamara, who has resigned to form his own public relations organization.

Gillham was eastern publicity-advertising director of SRO and Vanguard for the past two and one-half years.

Skouras, Latta Due Here in December

LONDON, Nov. 22.—Charles Skouras is scheduled to return here from the Continent on Nov. 30, before returning to New York.

C. J. Latta, managing director of Associated British Picture Corp., will leave here for America on Dec. 10 for a month's visit.

No Paper Tomorrow

***Motion Picture Daily* will not be published tomorrow, Thanksgiving Day, a legal holiday.**

NEWS in Brief

LARGE-screen television pick-up of the United Nations General Assembly proceedings went off as scheduled at Fabian's Fox Theatre, Brooklyn, yesterday, with an audience of 4,000 students probably getting their first glimpse of this new form of education. The program was carried from 11 A.M. to 11:55, as arranged by the UN, Columbia Broadcasting, Ford Motors (the sponsor), the Board of Education and Fabian. The theatre's regular early-day program was cancelled to provide the UN showing as a public service. Sam Rosen, vice-president of Fabian Theatres, addressed the audience.

•

Mark Stevens, 20th Century-Fox star, and George Jessel, producer, will tour 35 theotres of the Skouras, RKO Century, Randforce and Joelson metropolitan circuits, starting today, opening at the new Century Meadows Theatre, Fresh Meadows, L. I.

•

Dr. Manfred George, editor of the *Aufbau* was elected president of the Foreign Language Press Film Critics' Circle at their annual dinner meeting Monday night at the St. Moritz Hotel here.

•

New York Variety Tent No. 35 will stage a show at its Hotel Astor headquarters on Sunday night to which members' wives are invited. S. Jay Kaufman will produce.

•

HOLLYWOOD, Nov. 22.—For the second time in his 12-year incumbency, Screen Directors Guild executive secretary J. P. McGowan has tendered his resignation, effective on Dec. 31. The Guild board, which dissuaded him in June, 1948, from leaving, has not acted on his present resignation.

•

ATLANTA, *Nov. 22.—Edward H. Hays has joined the staff of John W. Mangham as manager of Realart's Atlanta exchange. Hays will manage both office and sales force, as well as personally handle key accounts.*

•

AFL's IATSE Motion Picture Home Office Employes Local No. H-63 has won by a four-to-one majority a union shop election at Paramount International here. The unit, formerly associated with CIO's Screen Office and Professional Employes Guild, transferred to H-63 last February.

•

Mary Pickford will make a guest appearance on her husband's, Charles ("Buddy") Rogers, "Pick a Date" radio program over American Broadcasting tomorrow at 11:30 A.M.

•

Formation of the Negro Critics Circle here was announced by Ludlow W. Werner, critic of *The Oracle* and executive secretary of the group.

Tag 'Samson' Best

Cecil B. DeMille's "Samson and Delilah" has been named the "Best Picture of the Month" by the Protestant Motion Picture Council, in cooperation with the Protestant Film Commission.

$20,000 for 'Pinky' At an $8,000 House

Atlanta, Nov. 22.—Twentieth Century-Fox's "Pinky," in its first week at the Roxy Theatre here, is headed for an estimated gross of $20,000; the house average is $8,000 a week. Both whites and colored persons are packing the place.

Equity Appoints 10 To TVA Council

Actors Equity Council met here yesterday and appointed the first 10 representatives to the national "Television Authority" council, to serve for six months. They are:

Sidney Blackmer, Marc Daniels, Mildred Bunnock, John Kennedy, Peggy Wood, Winston O'Keefe, Ezra Stone, Margaret Webster, Frances Reid and Mady Christians. Appointed for Chorus Equity are Dennis King, Philip Loeb, Paula Purnell, Clara Kordery, Robert Spiro, Frank Poletti, Neil Hamilton, George Bockman, Philip Bourneuf and Edith Atwater.

Ask Kornblum to Reconsider

I. B. Kornblum, for 20 years Hollywood representative for Actors Equity, will receive today a telegram from Equity Council in New York urging him to reconsider his resignation.

Goldwyn and Warner Films to Music Hall

Samuel Goldwyn's "My Foolish Heart" will open at the Radio City Music Hall here in January, with Warner's "Stage Fright" to follow, the third Warner picture to play there since July.

Except for a few Christmas engagements, including one in Los Angeles in order to qualify for an Academy Award, this will be the first Eastern engagement for the Goldwyn picture. A national advertising campaign, utilizing newspapers, magazines and the trade press, will be launched by Goldwyn, to be followed by full page ads in Sunday supplements and women's magazines stressing the film's feminine appeal.

To Film English Novel

HOLLYWOOD, Nov. 22.—Joseph Kaufman, former Balaban and Katz executive, who has recently formed his own independent producing company, has paid $62,500 for "Sudden Fear" an English bestseller by Edna Shelly, and will produce it in England next year, following his planned "I'll Get You for This."

Crash Kills Couple

MEMPHIS, Nov. 22.—Dr. David Love, for more than 10 years leader of the orchestra at Loew's Palace here, and Mrs. Love, were killed Saturday night in a train-auto crash near Atlanta.

Newsreel Parade

THE B-29 air disaster and Vice-President Barkley's wedding mark current newsreel highlights. Other items include a Command Performance in London and football. Complete contents follow:

MOVIETONE NEWS, No. 223—B-29 air disaster. London: Royal Command show. Vice-president Barkley takes a wife. Football.

NEWS OF THE DAY, No. 224—B-29 crash survivors. Tito's "lady friend" denies it. Royal Command film performance. Vice-President Barkley a happy bridegroom. Football.

PARAMOUNT NEWS, No. 27—Happy ending to search for B-29. "Veep" and bride. Football.

TELENEWS DIGEST No. 47-A—B-29 crew cheats death; two other plane crashes. The "Veep" marries. Russia sends political trouble-shooters to East Berlin. Police destroy confiscated weapons. Football.

UNIVERSAL NEWS, No. 302—B-29 crash survivors. "Veep" weds. Football.

WARNER PATHE NEWS, No. 29—B-29 crash. Barkley weds. People in the news: Field Marshal Montgomery, James Roosevelt. Command performance in London. Football.

Throngs at Berle Benefit Aid Fund

A packed house representing leaders in the entertainment world as well as society, civic and newspaper fields attended the special premiere of Warner Brothers' "Always Leave Them Laughing," starring Milton Berle and Virginia Mayo, at the New York Strand Theatre last night. The premiere was for the benefit of the Damon Runyon Memorial Fund. Tickets for the benefit were scaled from $3 to $25.

The picture went on at 10:00 P.M., and was followed by Milton Berle's personal appearance on stage. A large cast of guest stars joined him, among them Frances Langford, Tony Martin, George Jessel, Don Ameche, Billy Eckstein and Jack Carter. The show lasted into the early hours of the morning.

"Always Leave Them Laughing" will begin its regular run at the Strand today, with Berle in personal appearances at every performance.

Col. Stockholders Meet Here Today

Employment contracts for Columbia's vice-president and treasurer A. Schneider, and advertising-publicity vice-president Nate B. Spingold will come up for approval at the annual stockholders' meeting here today.

Also on the agenda is the election of nine directors as well as approval of the issuance of 12,500 shares of common stock to Schneider at an initial price of $12 a share.

Double Technicolor Div.

Meeting here yesterday, Technicolor's board declared a regular dividend of 40 cents per share and a special year-end dividend of 40 cents per share on the common stock, payable on Dec. 20 to stockholders of record on Dec. 5.

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'Prince of Foxes' to Aid Hospital Fund

The American premiere of 20th Century-Fox's "Prince of Foxes" will be held under the auspices of the United Hospital Fund, it was announced here yesterday by Roy E. Larsen, president of the Fund. It will be held on Dec. 22 at the Roxy Theatre, New York, and will be attended by society and civic leaders, diplomats, government officials and stars from stage, screen and radio. All proceeds will go toward support of New York's 86 voluntary hospital members of the Fund.

Mrs. Charles M. Reagan and Mrs. Ralph H. Boots are co-chairmen of the committee which is conducting the premiere.

3 Groups Meet to Aid Federation

With several committee meetings each day sparking the opening of the amusement division's 1949 drive for the Federation of Jewish Philanthropies, George F. Dembow, National Screen vice-president, and Amusement Division chairman, yesterday expressed himself as enthusiastic over the possibilities of meeting the industry quota of $1,200,000.

Yesterday the vendors committee, headed by Joseph Hornstein, chairman, and Max Seligman and Jules Catsiff, co-chairmen, met with Dembow to outline the committee's agenda. At luncheon Dembow met with Fred J. Schwartz, chairman of the exhibitor's committee, and co-chairmen Manny Frisch and Leo Brecher to lay plans for an exhibitor committee luncheon to be held next week. In the afternoon the co-chairman's committee, headed by Lew Novins, chairman, and Ben Fielding and Arthur Israel, Jr., co-chairmen, met with Dembow, along with the exchange chairman's committee, headed by Len Gruenberg.

20th Sets 7

(*Continued from page* 1)

"Dancing in the Dark" (Technicolor), starring William Powell, Mark Stevens and Betsy Drake, and "Whirlpool," starring Gene Tierney, Richard Conte and Jose Ferrer.

February releases will be John Ford's "When Willie Comes Marching Home," starring Dan Dailey; "Twelve O'Clock High," starring Gregory Peck, and "Dakota Lil" (Cinecolor), starring George Montgomery and produced by Edward L. Alperson.

Set for March release are "Oh, Doctor" and "Three Came Home."

Completed and being edited are: "The Black Rose," "When Willie Comes Marching Home," "Two Corridors East," "Wabash Avenue," "Night and the City," "A Ticket to Tomahawk," "Broken Arrow," "Love That Brute," and "The Gun Fighter." Finished is "The Cariboo Trail," produced by Nat Holt.

In various stages of filming are: "No Way Out," "Cheaper by the Dozen," "The Big Fall" and "My Blue Heaven."

Capital and Film Industry Leaders Attend Opening of New MPAA Theatre

WASHINGTON, Nov. 22.—The Motion Picture Association of America last night opened its new theatre, the Academia, before a small select audience headed by President and Mrs. Truman.

Some Cabinet members and a score of top film officials and their wives were in the audience. The theatre only seats 71. Cecil B. DeMille's "Samson and Delilah" was the opening feature, and the guests stayed after the showing for a party at MPAA headquarters.

MPAA plans to repeat the showing of the film tomorrow for the White House press eorps, trade press eorrespondents, and local critics.

The MPAA released the official guest list for the opening tonight. It is headed, of course, by President and Mrs. Truman. Other White House guests invited were: Gen. and Mrs. Vaughan, Admiral and Mrs. Dennison, Mr. and Mrs. John Steelman, Mr. and Mrs. Clark Clifford, and William Hassett.

From the President's Cabinet invited were Mrs. John Snyder and daughter Drucie, Postmaster General and Mrs. Donaldson, upcoming Interior Secretary and Mrs. Chapman, Labor Secretary Tobin, Attorney General and Mrs. McGrath, Agriculture Secretary and Mrs. Brannan, and Assistant Attorney General and Mrs. Bergson.

Film company officials invited were Mr. and Mrs. Nicholas M. Schenck, Mr. and Mrs. Spyros P. Skouras, Mr. and Mrs. Ned Depinet, Mr. and Mrs. Albert Warner, Mr. and Mrs. Barney Balaban, Mr. and Mrs. Jack Cohn, Theodore Black, Mr. and Mrs. Joseph Hazen, C. B. DeMille and daughter, and Mr. and Mrs. John O'Connor.

Washington newsreel representatives included Paramount's Robert Denton and wife, 20th-Fox's Anthony Muto and Mrs. Muto, Mr. and Mrs. J. C. Brown of Metro's News of the Day, Mr. and Mrs. James Lyons of Universal, and Mrs. and Mrs. George Dorsey, of Warners.

From the Washington MPAA office there were Mr. and Mrs. Eric Johnston and daughter Harriet and Mr. and Mrs. Joyce O'Hara. Giving the occasion a British note was British Board of Trade President Harold Wilson.

UA Sales Meet

(*Continued from page* 1)

United Artists' entire force of district and branch managers from the United States and Canada. Meeting with UA's key sales personnel will be a home office contingent consisting of Paul N. Lazarus, Jr., executive assistant to the president; Howard LeSieur, advertising-publicity director, and Harry Buckley, Edward Schnitzer, James Hughes and Jack Wrege.

United Artists' fall and winter releasing schedule includes: "Champagne for Caesar," starring Ronald Colman and Celeste Holm; "Mrs. Mike," starring Dick Powell and Evelyn Keyes; "The Men," starring Marlon Brando and Teresa Wright; "Deadly Is the Female," starring Peggy Cummins and John Dall; "D. O. A.," with Edmond O'Brien; "The Big Wheel," Mickey Rooney, Thomas Mitchell; "Indian Scout," George Montgomery, Ellen Drew; "Quicksand," Mickey Rooney, Barbara Bates; "A Kiss for Corliss," Shirley Temple, David Niven; "If This Be Sin," Myrna Loy, Peggy Cummins; "Johnny One-Eye," Pat O'Brien, Wayne Morris and Dolores Moran; "The Whip," Herbert Marshall, Dan Duryea; "Iroquois Trail," George Montgomery, Brenda Marshall; "The Iron Cage," June Havoc, and "Here Lies Love," Robert Young, Betsy Drake.

Heineman's Father, 87

Funeral rites for the late William Heineman, Sr., 87, were conducted Saturday morning at St. Catherine's Roman Catholic Church, Pelham, N. Y. A Solemn Mass of Requiem was offered. Heineman was the father of William J. Heineman, sales vice-president for Eagle Lion Films.

Arnall's Father-in-Law

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, left here yesterday for Orlando, Fla., to attend funeral services for his father-in-law who died in that city yesterday.

Einfeld, Woodin

(*Continued from page* 1)

power of our trade press in reaching the exhibitors of America."

Woodin bounced back with a prompt reply, in which he said: "Please be advised you have not over-estimated the power of the trade press. The mere fact that you carried a four-page trade ad which represents your product for the next half year is proof of this statement.

Tell It 'Loud and Often'

"However, let me remind you of what I said in my open letter. I said you should tell us 'loud and often', not occasionally and quietly. It'll take more than one simple announcement such as you enclosed to pre-sell six months of product through the trades. That announcement should have been 10 or 12 pages; then it would hit the reader smack in the eye. Four pages of congested copy isn't of much value."

"According to statistics which I believe to be reliable," Woodin added, "you film companies have dropped your trade paper advertising 46 per cent from five years ago. As a result, I have had to hunt for information on many pictures before I could sell them. And it was in the trade paper services that cost you nothing where I found the facts I needed.

"To me, a picture that isn't worth a full page trade announcement at least once by you isn't worth my attention.

"Yes," Woodin replies, "I saw your ad but it didn't stop me long enough to read it. Too many words on too many pictures in too small a space.

"Never under-estimate the power of the trades," Woodin concludes, "nor any other medium of selling. It's not the medium of selling but, rather, how you use that medium that counts."

Decree Talk by Phillips

Louis Phillips, Paramount home office counsel, will address a membership meeting of the New York Film Board of Trade here today on the significance of the company's consent decree and reorganization.

Business Spotty At N. Y. First-Runs; Claim 'Idol' Record

A few New York first runs are doing well this week, but the majority are in the grips of a pre-Christmas box-office recession which seems to be a little earlier this year. However, a business pickup is expected with this week's openings of the following new films: "Intruder in the Dust," Mayfair; "The Great Lover," Paramount; "Always Leave Them Laughing," Strand; "Holiday Affair," State, and "Trapped," Globe.

According to Selznick Releasing Organization, "The Fallen Idol" is setting a new record of about $21,500 for an initial week and this indicates a very long run. "She Wore a Yellow Ribbon," with Dick Contino's orchestra on stage, figures to provide the Capitol with a healthy first week's gross of $60,000. "Bride for Sale" probably will give the Criterion about $12,000 in a sluggish first week. The Broadway Embassy, formerly a newsreel house, should do about $12,000 (very good) for the first week of "Quartet" on a feature moveover run.

Astor Drops Price

"Battleground" continues at an exciting pace at the Astor, where the second week's returns are estimated at $50,000; this is tremendous. Reportedly designed to avoid any customer resentment, the Astor has cut its top admission price from $1.80 to $1.50 during week nights, but will continue with the $1.80 maximum on weekend evenings. At the Victoria, "All the King's Men" completed a second week with about $23,000 on the books, which is strong business, but still represents a substantial drop (of about $10,000) under the initial week's gross.

With the anticipated big money for Thanksgiving Day, tomorrow, figured in, "Oh, You Beautiful Doll," with Tony Martin topping the stage bill at the Roxy, should complete its second week with a hefty take of $90,000. "That Forsyte Woman," with a stage presentation at the Music Hall, apparently will wind up its second week with about $118,000, representing only mild income.

'Seabiscuit' Rather Slow

At the Strand, "Seabiscuit," with a brief version of "Laffz A-Poppin" on stage, drew about $14,000 in its final five days (second week); this is rather slow. The 15th and final week of "Jolson Sings Again" gave the State about $9,000, which is about what was expected. "Border Incident" is fair enough at the Globe, where $12,000 is in view for a six-day run. The Bijou should draw about $11,000 for the 57th week of "The Red Shoes," and the remarkable run continues. "Hamlet" continues to draw adequately with about $6,300 in sight for a 60th week. The Rivoli still is drawing good money with "Pinky"; about $17,000 is indicated for the eighth week.

M-G-M to Release 14 Over Next 4 Months

M-G-M has set 14 pictures for release during the four months starting Dec. 1, according to William F. Rodgers, distribution vice-president. This compares with 12 during the same period last year, of which two were reissues.

ELECTRIFYING

EVERY RECORD IN ASTOR HISTORY SMASHED!

Says Hollywood Reporter: "New Yorkers have doffed their hats to M-G-M for a tremendous campaign like they gave 'Gone With The Wind'."

THE BIGGEST SIGN ON BROADWAY!

Displaces an area equal in height to a 12 story building. The gigantic figure is 96 feet tall. It is outlined by 960 feet of neon. Each title letter is illuminated by 1300 bulbs. There are 87,000 bulbs in the sign. The picture is even bigger than the sign!

Around the corner, up the block, CROWDS!

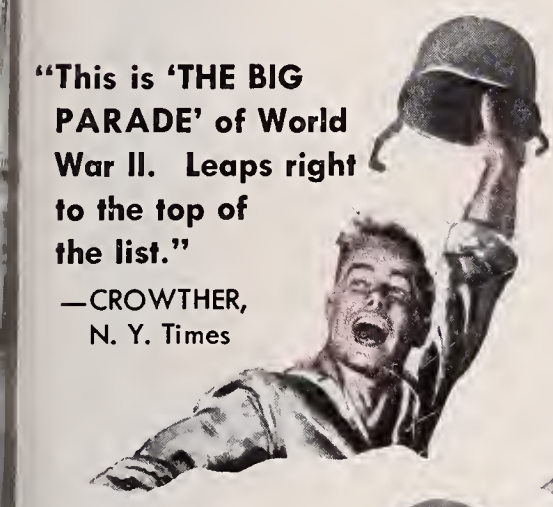
BROADWAY!

'SHOUTS FOR AN ACADEMY AWARD."

—GILBERT in N.Y..MIRROR

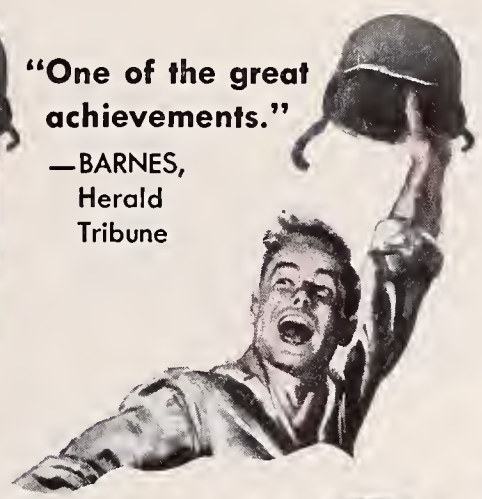
'The only rival which threatens to break the record of 'THE BIG PARADE'."

—COOK in WORLD-TELEGRAM



"This is 'THE BIG PARADE' of World War II. Leaps right to the top of the list."

—CROWTHER, N. Y. Times

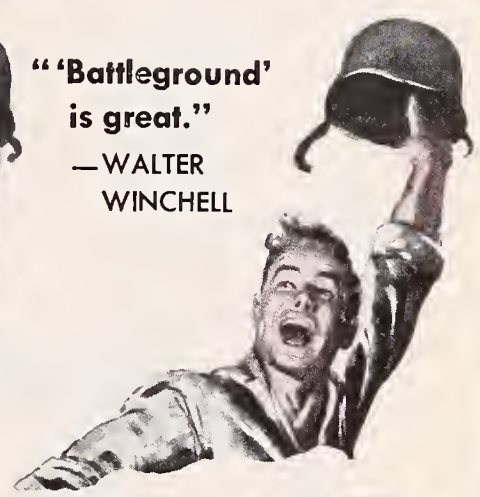


"One of the great achievements."

—BARNES, Herald Tribune

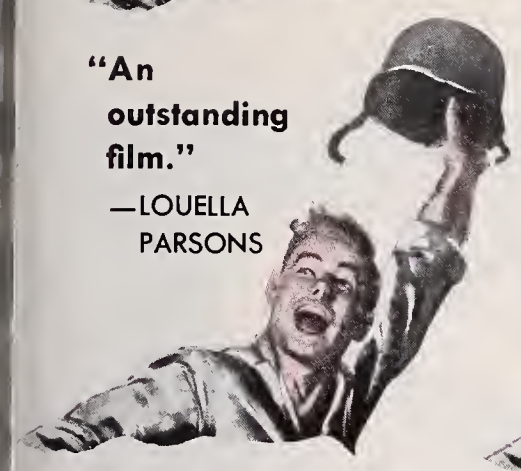
"Cheers! Great! Should be seen by women as well as men."

—CREELMAN, Sun



"'Battleground' is great."

—WALTER WINCHELL



"An outstanding film."

—LOUELLA PARSONS

"Picture of the month."

—LOOK
—REDBOOK
—SEVENTEEN

"A major event."

—MISHKIN, Morning Telegraph

"An experience you'll never forget."

—GOOD HOUSE-KEEPING

M-G-M proudly presents its finest picture

BATTLEGROUND

Starring

VAN JOHNSON · JOHN HODIAK · RICARDO MONTALBAN · GEORGE MURPHY

with

MARSHALL THOMPSON · JEROME COURTLAND · DON TAYLOR · BRUCE COWLING · JAMES WHITMORE · DOUGLAS FOWLEY · LEON AMES
GUY ANDERSON · THOMAS E. BREEN · DENISE DARCEL · RICHARD JAECKEL · JIM ARNESS · SCOTTY BECKETT · BRETT KING

Story and Screen Play by ROBERT PIROSH, Associate Producer

Directed by WILLIAM A. WELLMAN · Produced by DORE SCHARY

A METRO-GOLDWYN-MAYER PICTURE

U.K. Ticket Taxes Down £3,600,000

London, Nov. 22.—Reflecting the degree of decline in the country's box-office take, the Treasury reports that in the year ended Oct. 31 last, theatres paid £30,670,000 ($85,876,000) in entertainment tax, compared with £33,070,000 in the previous year.

British producers and exhibitors' associations are pressing for tax relief but it is believed they will have to await the outcome of the election in the late winter before the government takes action.

Johnston and Wilson

(*Continued from page* 1)

tered on the meeting since it became clear that Wilson is putting in much more time on film matters than he planned before leaving London. Observers point out that his Sunday meeting with Johnston was originally scheduled to last only about 30 minutes, finally lengthened into somewhere between two-and-a-half and three hours. They feel that Johnston must have said enough to arouse Wilson's interest. The luncheon-meeting tomorrow is pointed up additional evidence.

In addition to Johnston and Wilson, several film company presidents and vice-presidents are scheduled to attend tomorrow's luncheon at the MPAA's headquarters.

Mindszenty Film

(*Continued from page* 1)

which was financed by the Chemical Bank and Trust Co., is currently being scored here and will be in final shape next week. Two major distributors and others already have sought to release it, he said in reply to questions, but elected not to identify any. Others in the picture's cast are Bonita Granville (Mrs. Wrather), Paul Kelly and Richard Derr. Felix Feist directed.

Club Shares in Profits

Ed Golden and Wrather explained that the Overseas Press Club, whose book, "As We See Russia," was purchased preparatory to making the picture, will share in the proceeds from the film and will participate in its exploitation. The Club has named as a liaison committee to work on exploitation of "Guilty" newsmen Bob Considine, Craig Thompson and Gabe Pressman. The Mindszenty case, Wrather pointed out, is scheduled to come up before the United Nations, and the picture, he added, will be released at "the most propitious moment." Ed Golden will be the guiding force behind the selling of the film, Wrather said.

A specially-bound copy of the screenplay, by Emmet Lavery, was presented by Wrather to Pope Pius XII during a recent audience at Castelgondolfo, near Rome. His Holiness, Wrather said, was shown a picture of Bickford in the attire of a Cardinal and remarked that there was a close resemblance between the actor and Mindszenty.

Wrather and Miss Granville returned here Monday from a two-month tour of England, France and Italy.

Columbia Denies

(*Continued from page* 1)

attempt to get the best possible price for its product that a competitive market permits within the realm of fairness and equity."

While his statement made no mention of the company's sales terms for "Jolson Sings Again," it was obvious that Montague referred primarily, if not solely, to the situation resulting therefrom. His statement of policy was prefaced by a reference to "a lot of brickbats thrown and your company has been held up to a lot of unwarranted charges that have been given considerable publicity."

Many 'Jolson' Protests

The two national theatre organizations, Allied States and Theatre Owners of America, and several regional organizations have protested against Columbia's sales terms for "Jolson Sings Again," contending that they have the effect of requiring exhibitors to increase admission prices in order to exhibit the picture profitably. The exhibitor organizations contend that the result is admission price-fixing by indirection and, therefore, illegal.

Montague denied to the recent Allied national convention and to a TOA delegation which conferred with him here last week that the company had ever demanded advanced admission prices or ever authorized any employee to suggest increased scales and said he would appreciate any evidence available that such demands had been made.

Both exhibitor organizations are endeavoring now to unearth such evidence.

Following is Montague's statement of policy to the district managers:

"Now that a lot of brickbats have been thrown and your company has been held up to a lot of unwarranted charges that have been given considerable publicity, it's time that in no uncertain terms I reiterate and reaffirm the sales policy of the company to which you give your time and your unstinting effort.

"Columbia Pictures does not attempt to fix admission prices to theatres; it never has; it never will.

"That's as flat and forthright a statement as I can make. If I could say it any harder, I would.

"Columbia Pictures will attempt to get the best possible price for its product that a competitive market permits within the realm of fairness and equity.

"That flat and forthright, too. It's well not to embroider these statements with a lot of 'ifs' and 'buts' so as to avoid any misunderstanding or possible misconstruction, deliberate or otherwise.

"Columbia Pictures does, it has, and will always do everything in its power to properly cooperate with its customers engaged in the competitive field of theatre operation."

Para.-Richards Talks

(*Continued from page* 1)

where negotiations were begun with Norman L. Carter, general manager of the Richards' group, and Gaston Dureau, film buyer, who will continue in their present posts upon full acquisition of the circuit by United Paramount.

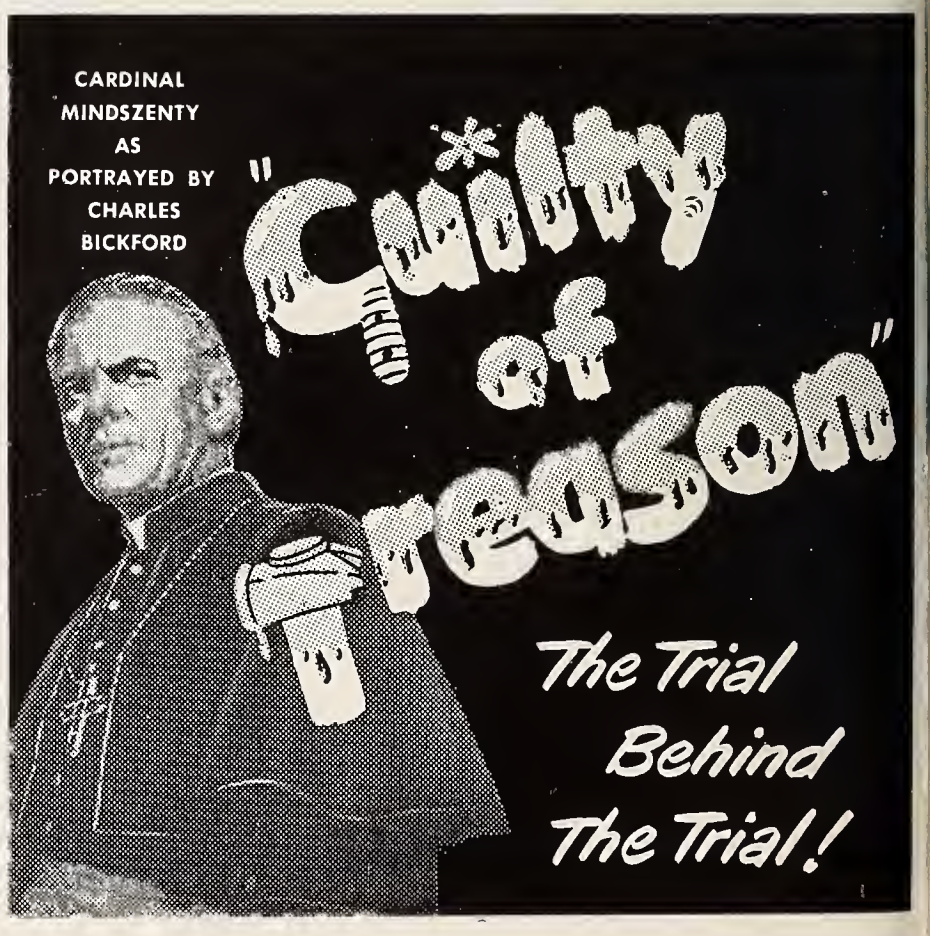
With Paramount product being resumed in the circuit after the long absence, the door would be opened to possible deals with other distributors who were unable to agree with E. V. Richards, Jr., according to some distribution spokesmen here. The other companies which have been selling away from Richards are Universal, RKO Radio, M-G-M and 20th-Fox.

Fox's Print Turnout

(*Continued from page* 1)

rector Gael Sullivan said credit for having inspired the company's move was TOA's. He pointed out that the company survey to determine whether the number of prints should be increased was launched shortly after TOA at its national convention in September urged that all companies increase the number of prints per picture to alleviate shortages.

Sullivan said he regarded 20th-Fox's action as a "bellwether," and predicted others would follow suit.



For your best playing

TIME

BOB HOPE RHONDA FLEMING

in

"The Great Lover"

with

ROLAND YOUNG · ROLAND CULVER · RICHARD LYON · GARY GRAY

Produced by EDMUND BELOIN · Directed by ALEXANDER HALL

Written by Edmund Beloin, Melville Shavelson and Jack Rose
"A Thousand Violins" and "Lucky Us" are its smash songs by
Jay Livingston and Ray Evans (they wrote "Buttons and Bows")

Bob's A Cover-Boy . . . A Lover-Boy!

"Hilarious entertainment, gagged to the chin!" *says Film Daily*.

PARAMOUNT'S HIT FOR THE CHRISTMAS HOLIDAYS

Love drops in for Christmas!

JANE WYMAN · DENNIS MORGAN

"The Lady Takes A Sailor"

WITH EVE ARDEN

ROBERT DOUGLAS ALLYN JOSLYN TOM TULLY

DIRECTED BY MICHAEL CURTIZ

PRODUCED BY HARRY KURNITZ

SCREEN PLAY BY EVERETT FREEMAN

FROM A STORY BY JERRY GRUSKIN • MUSIC BY MAX STEINER

The lady who took the Oscar for 'Johnny Belinda' is taking over the Navy!
The laughin'est lovin' ever from Warner Bros!

TRADE SHO
NOV. 28

It's practica
a holiday!!

ALBANY
Warner Screening Room
79 N. Pearl St. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening R
197 Walton St. N.W. • 2:30

BOSTON
RKO Screening Room
122 Arlington St. • 2:30 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Ro
308 S. Church St. • 2:00 P.M

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:

CINCINNATI
RKO Palace Th. Screening Roo
Palace Th. Bldg. E. 6th • 8:00

CLEVELAND
Warner Screening Room
2300 Payne Ave. • 8:30 P.M.

DALLAS
20th Century-Fox Screening R
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M

JACKSONVILLE
Florida Theatre Bldg. Scr. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Ro
1720 Wyandotte St. • 1:30 P

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00

MEMPHIS
20th Century-Fox Screening Ro
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:0

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Roo
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Roo
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Roo
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Roo
1502 Davenport St. • 1:00 P.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Roo
1715 Blvd. of Allies • 1:30 P.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00

SALT LAKE
20th Century-Fox Screening Roo
216 East 1st South • 2:00 P.M

SAN FRANCISCO
Paramount Pict. Screening Room
2055 Golden Gate Ave. • 1:30

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M

ST. LOUIS
Fi'enco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E Sts. N.W. • 10:30 A.M

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 101 NEW YORK, U. S. A., FRIDAY, NOVEMBER 25, 1949 TEN CENTS

MPAA Acts to Bring Higher Reel Earnings

Opens Survey; Movietone To Introduce New Format

The Motion Picture Association of America and at least one of the newsreel producers already have taken steps designed to bring the newsreel business a new lease on life, it was learned here, following MOTION PICTURE DAILY's Nov. 21 published report that newsreel production was expected to undergo considerable change in the foreseeable future.

MPAA's move has been to arrange for a sampling of opinion among theatre operators and the public with a view to establishing what changes, if any, should be adopted by the reels to win back lost theatre accounts as well as whatever pub-

(*Continued on page 4*)

Horn Named RKO's Manager in Germany

Herbert Horn has been named by RKO Radio to serve as general manager in Germany of the six-branch organization which the company has set up for independent operations beginning Jan. 1, it was announced here Wednesday by Phil Reisman, foreign distribution vice-president. All companies that have been functioning in the Reich through the Motion Picture Export Association have agreed to set

(*Continued on page 5*)

Irish-So. Cal. Game On Fabian Fox TV

New York theatre patrons tomorrow will have a chance to see Notre Dame's "mighty 11" (or is it 44?) in action against Southern California. Fabian's Brooklyn Fox Theatre will present the game on its large-screen television from South Bend. Regular admissions will prevail.

Although it will be the first football game to come in on the Brooklyn Fox screen, Sam Pinanski's Pilgrim Theatre in Boston has been presenting large-screen telecasts of Notre Dame games for the past several weeks.

New Form of Filing Will Delay U. S. Reports on Company Remittances

Washington, Nov. 24.—U. S. Commerce Department figures on film company foreign remittances during 1948 will not be available until next May or June, probably about the same time as figures are released for 1949 overseas earnings and remittances.

Reason for the unusual delay, Commerce officials said, is that they are changing over the form on which film companies report their overseas business. In the past, some companies have reported gross overseas earnings, others net overseas earnings, others actual remittances. The new form will ask the companies to state gross earnings, net earnings, blocked funds and actual remittances.

Foreign Producers Might Get MPAA Assistance Here

In the interest of a free international exchange of films, the Motion Picture Association of America is considering a specific program aimed to assist foreign producers in shaping and marketing their product in the U. S. This was disclosed on Wednesday as Renato Gualino, president of the Italian Association of Motion Picture Producers, here from Rome, reported he had visited MPAA officials with regard to exhibition of his product here. He said "great interest" in international exchange problems was expressed by the executives he saw.

MPAA is expected to appoint a committee shortly of film company executives to study and make recommendations on a program of marketing assistance for their producers abroad, it is understood.

Gualino, who also is president of Lux Films of Italy, told the trade press that Italian officials "dislike the principle" of having U. S. film company earnings in that country blocked and "would be willing to find any way" to unfreeze it. He said that while there are no remittances as such allowed under Italian law, the Ameri-

(*Continued on page 5*)

Columbia Position 'Tops', Cohn Says; Officers Reelected

Columbia's financial condition "continues strong" and its "net current position is the best in the history of the company," Harry Cohn, president, declared in a statement read to stockholders at the corporation's annual meeting here on Wednesday.

In his statement, Cohn said the company's net current assets as of June 30 were in excess of $32,000,000 and "our bank loan has been reduced from $7,200,000 to $6,000,000."

At a meeting of the directors following the stockholders meeting, all officers of the company were reelected.

At the stockholders' meeting, the proposed employment contracts of A. Schneider, vice-president and treasurer, and Nate B. Spingold, advertising-

(*Continued on page 4*)

Eyssell Is Head 'V.P.' Of Rockefeller Center

Gus S. Eyssell, president and managing director of Radio City Music Hall, has been named executive vice-president of Rockefeller Center, Inc., Nelson A. Rockefeller, president of the mid-Manhattan development announces.

New appointment advances the 48-year-old executive, widely known in the motion picture industry, from the position of executive manager of Rockefeller Center, a post he assumed in May, 1948, in addition to his new duties as chief administrative officer of the 15-building skyscraper complex myriad of offices, shops, restaurants, broadcasting studios, museums, education, financial and communication centers. Also, Eyssell retains the presidency of both the Music Hall and Center Theatre corporations.

Print Increase Plan Ready Soon: Smith

Describing published reports of an increase of 50 prints for 20th Century-Fox pictures as "premature" and "misleading," A. W. Smith, Jr., vice-president and general sales manager, stated Wednesday that he "will endeavor to tell the full story to our customers at an early date."

"The decision made by our company to increase its prints by a substantial amount," Smith said, was not based "upon pressure by any individual or theatre group." He added that 20th-Fox's plan, "which still requires some finishing touches," was made in the interest of a good business practice and with the needs of the customers in mind.

Report Wilson Warns of Cut In Remittances

Said to Want US Help To Keep Present Rate

WASHINGTON, Nov. 24.—Harold Wilson, president of the British Board of Trade, reportedly gave film company heads a gloomy outlook for continuance of the current remittances of $17,000,000 annually from Britain during a luncheon meeting at Motion Picture Association of America headquarters here yesterday.

Wilson gave the company executives a detailed fill-in on the outlook for British economic recovery. Also, it was reported but without official confirmation that he put forth the case for vastly increased investment of the blocked sterling of the American companies

(*Continued on page 5*)

New Para. Firms Incorporate in N. Y.

ALBANY, N. Y., Nov. 24.—Making ready to go their separate ways after Dec. 31, United Paramount Theatres, Inc., and Paramount Pictures Corp. have been incorporated here, each capitalized at $4,000,000. For the purpose of avoiding confusion the latter company was identified as "New Pictures Corp." in the registration certificate.

United Paramount incorporators

(*Continued on page 5*)

Skouras, McGrath in Washington Huddle

Washington, Nov. 24.—Spyros Skouras, head of 20th Century-Fox, was closeted for some time yesterday with Attorney General J. Howard McGrath and Assistant Attorney General Herbert A. Bergson.

"We talked about all angles of their case," McGrath said, "but there was clearly no indication on the part of Mr. Skouras or his attorneys that they are interested in settling with a consent decree. They appeared determined to argue again before the court."

Film Exports Show Decline

WASHINGTON, Nov. 24.—Exports of most types of motion pictures and equipment during the first nine months of 1949 were considerably below the shipments of the comparable 1948 period, the Commerce Department said.

A report by Commerce film chief Nathan D. Golden showed that only 16mm. films and equipment ran counter to the general trend.

Exports of exposed feature films dropped from 224,817,110 feet, nominally worth $6,402,552 during the first nine months of 1948, to 209,315,765 feet, worth $6,296,355 during the first three quarters of 1949. Shipments of 35mm. negative features fell from 8,481,173 feet to 8,168,658 feet, though the value increased slightly from $386,622 to $387,786. Shipments of 35mm. positive features dropped from 199,852,943 feet, worth $5,529,228, to 174,640,985 feet, worth $5,113,871.

Universal Pegs Six For Heavy Promotion

David A. Lipton, Universal-International director of advertising-publicity, leaving New York Wednesday for Hollywood following conferences with home office executives on promotion plans for releases for the next three months, disclosed that U-I will further intensify its territorial premieres and area saturation bookings.

Highlighting the program are the campaign plans for the world premiere of "Francis." Others for which plans are being set are: "Woman in Hiding," the Milton Bren-William Seiter production "Borderline," "The Kid from Texas," "South Sea Sinner" and "Undertow."

Pine-Thomas Plan All in Technicolor

HOLLYWOOD, Nov. 24.—Plans for filming of all of their 1950 product for Paramount in Technicolor were disclosed here by producers William H. Pine and William C. Thomas. They have already finalized preparation of the first two, set for production during the new year, "The Barbarians" and "High Venture," and are scouting around for two additional stories suitable for color treatment.

$500 Realart Prize

Budd Rogers, Realart's sales vice-president, has set a $500 prize for the franchise holder who turns in the best exploitation campaign on any feature or any combination of two features released during the 1949-50 season. A board composed of franchise holders and advertising and exploitation personnel from companies other than Realart will act as judges.

Phillips Defers Talk

Louis Phillips, Paramount home office attorney, postponed his decree address before the New York Film Board of Trade, which was scheduled for Wednesday.

Personal Mention

EDWARD L. HYMAN, Paramount Theatres Service Corp. vice-president, accompanied by his assistants, SELIG J. SELIGMAN and AL SICIGNANO, will return here today from a tour of West Coast cities.

•

CHARLES COHEN of Universal-International advertising department, and MRS COHEN are the parents of a son, ALAN, born Monday at the Israel Zion Hospital, Brooklyn.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here today for the Coast.

•

MERVYN LE ROY will leave here Sunday for the Coast, with a stopover at Chicago.

•

JACK SOGG, M-G-M Cleveland branch manager, has returned there from New York.

•

PANDRO BERMAN will arrive here Tuesday from Europe.

LEE KOKEN, RKO Theatres vending department head, left here yesterday for Rochester and Syracuse.

•

CLARENCE HILL, 20th Century-Fox branch operations manager, is due to return here on Monday from Rhode Island, where he spent Thanksgiving.

•

CARROLL PUCIATO, Realart manager of exchange operations, has returned here from a tour of Western and Southern exchanges.

•

JACQUES KOPFSTEIN, Astor Pictures executive vice-president, has left here for Chicago, Detroit and Cleveland.

•

KENNETH MACKENNA, M-G-M Coast story editor, is in New York.

•

JAMES A. FITZPATRICK is in New York from Hollywood.

•

FRANK KING, independent producer, has arrived here from the Coast.

Cite Theatre Aid to Anti-Discrimination

Citing the cooperation of theatre owners of the state, Commissioner Edward W. Edwards, chairman of the New York State Commission Against Discrimination, announces that the picture, "An Equal Chance," produced for the commission by the March of Time is now being exhibited throughout the state.

Commissioner Edwards indicated that the film, which depicts the methods of the commission in enforcing the law against discrimination, may eventually be seen in more than 1,000 theatres in the state.

McCord Advanced in Malco Post Changes

MEMPHIS, Nov. 24.—M. S. McCord, Malco Theatres secretary-treasurer, has been appointed first vice-president, with E. P. Sapinsley becoming secretary and M. A. Lightman, Jr., treasurer. The changes, announced yesterday by M. A. Lightman, Sr., president, are part of the reorganization of Malco following its divorcement from Paramount.

Toronto Opening of 'Samson' Dec. 28

The Canadian premiere of Cecil B. De Mille's "Samson and Delilah," will be held Dec. 28 at the Victoria Theatre in Toronto, A. W. Schwalberg, Paramount sales vice-president, has announced here. The evening premiere will be by invitation, with civic and social dignitaries, as well as exhibitors and stars of the entertainment world attending.

Mormons Cite Cooper

LOS ANGELES, Nov. 24.—Gary Cooper was awarded a Distinguished Service scroll by the Church of Jesus Christ of Latter Day Saints (Mormons) at a ceremony held at the Shrine Auditorium.

Fred A. Cruise, 57, Manager for 38 Years

Fred A. Cruise, house manager of Radio City Music Hall since 1934, died Wednesday at St. Clare's Hospital, New York, where he had gone for observation of a virus infection.

In theatre management for 38 years, from Florida to California, he first went to work at 19 for the late Percy G. Williams in the old Bronx Theatre in New York. He became assistant manager of the Strand here, and following Army service during World War I, managed the old Rialto. Other theatres included the Rivoli, New York; Paramount, Palm Beach; Criterion and Million Dollar theatres in Los Angeles, and the Colonial, Boston.

Cruise is survived by the widow, his mother, two brothers, Vincent and Gerald, and one sister, Helen. Requiem Mass will be said at 10 o'clock tomorrow at St. John the Evangelist Church, New York.

Harry Bernstein, 67; DC Services Today

WASHINGTON, Nov. 24.—Services will be held here tomorrow for Harry Bernstein, 67, New England exploitation manager for Columbia Pictures, who died in Veterans Administration Hospital, Washington, on Tuesday after an illness of several months. He was with Columbia at various times since 1935, having been originally associated with the Pittsburgh branch of the company.

Bernstein is survived by a daughter, Frances Pehrson, of Falls Church, Va., and a son, Allan Burns of Texas.

'Heart' Premiere Dec. 14

LOS ANGELES, Nov. 24.—Premiere of "The Hasty Heart," Warner Brothers, will take place on the evening of Dec. 14 at Warner's Hollywood Theatre. Upwards of 40 stars, headed by Ronald Reagan and Patricia Neal who, with Richard Todd, are the stars of "Hasty Heart," will attend.

Charge Children, Admit Mothers Free

Indianapolis, Nov. 24.—A new idea for children's matinees on Saturdays was announced here by Fred Sorrell, manager of Carl Niesse's Vogue Theater. Every child under the age of 12 will be permitted to bring his mother to the theatre free of charge.

5, Maybe 6 Additions On M-G-M's Program

M-G-M will have at least five new pictures more for the four-month December-March period than it did last year. Last year the company distributed nine new pictures during the four months, in addition to two reprints. There are no reprints among the 14 slated for the next four months, although "Johnny Eager," a reissue, may be listed also.

Released in December will be "Intruder in the Dust," "Challenge to Lassie" and "On the Town," slated as the Music Hall holiday attraction. For January, M-G-M has listed "Malaya," "Please Believe Me" and "East Side, West Side." In February there will be "Ambush," "Side Street," "The Yellow Cab Man" and "Shadow on the Wall" (formerly "Death in the Doll's House." For March there likewise will be four, "Nancy Goes to Rio," "Black Hand," "Conspirator" and "Stars in My Crown."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
RHONDA FLEMING
"The Great Lover"
PARAMOUNT TIMES SQUARE
IN PERSON
CLAUDE THORNHILL and his Orchestra
NANCY CLAYTON . RUSS McINTYRE
RED BUTTONS
THE ACROBATICS
Extra
SARAH VAUGHAN
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th

June HAVER - Mark STEVENS
S. Z. "Cuddles" SAKALL
"OH YOU BEAUTIFUL DOLL"
20th Century-Fox Picture
Color by TECHNICOLOR.
And on the Stage:
TONY MARTIN - Salici Puppets
ROXY 7th Ave. & 50th St.

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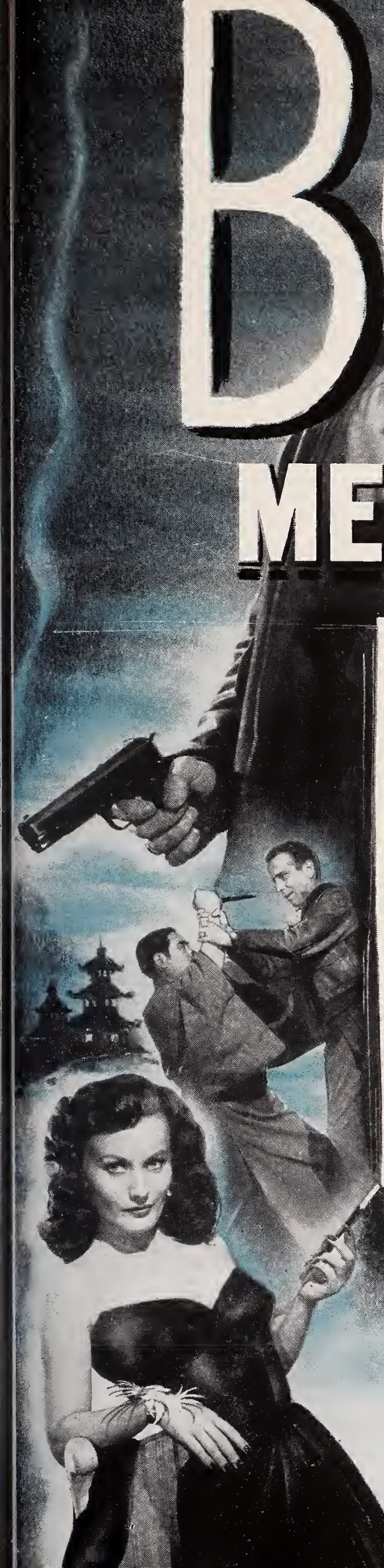
BOGART

MEANS BUSINESS!



Check These Situations

Washington	Ambassador, Warner
San Francisco	Orpheum
Oakland	T & D
Sacramento	Esquire, Del Paso, Tower
Pittsfield	Union Square
Springfield, Mass.	Bijou
Utica	Olympic
Bridgeport	Poli
Allentown	Colonial
Fresno	Warner
San Jose	California
Bethlehem	Boyd
Seattle	Orpheum
So. Norwalk	Palace
Lancaster	Capitol
Spokane	Fox
Altoona	Capitol
Troy	Proctor's
Bakersfield	California
Danbury	Empress
New York	Capitol

COLUMBIA PICTURES presents

Humphrey Bogart

in

TOKYO JOE

Co-Starring ALEXANDER KNOX FLORENCE MARLY SESSUE HAYAKAWA

with Jerome Courtland

Screen Play by CYRIL HUME and BERTRAM MILLHAUSER

A SANTANA PRODUCTION

Directed by STUART HEISLER

Produced by ROBERT LORD

NEWS in Brief

AMERICAN Broadcasting reports an estimated loss of $482,000 for the nine months ended Sept. 30. This loss is after reduction for recovery of Federal income taxes under carry-back provisions of the Internal Revenue Code. For the same period of the previous year the net income, after Federal income taxes, was $440,000.

•

WASHINGTON, Nov. 24.—*The Federal government would collect a major part of any tax loss from wiping out the excises in increased collections resulting from the gain in business, Beardsley Ruml told the economic subcommittee of the Joint Committee on the Economic Report yesterday. Ruml called for the erasure of the wartime excise rates, including the increase in the admissions levy.*

•

CHICAGO, Nov. 24.—Chicago's South Side has its first new theatre in more than 10 years today as the 855-seat Stony Theatre, under the management of Saul Lockwood and Bernard Moore, opened. Completely reconstructed from a former silent house, the Stony will play first subsequent run.

•

Chicago, Nov. 24.—Hearings ended yesterday in the Oriental management dispute case before Master-in-Chancery Thomas J. Sheehan, with action on a temporary injunction sought by the Oriental Entertainment Corporation, lessee of the Oriental, to restrain the Essaness circuit from continuing to act as managers, expected within three weeks.

•

Thomas Baird, formerly regional director of the British Information Service and chief of its film division, heads a new film counselling and research department at Transfilm, Inc. Purpose of the department, according to William Miesegas, president, is to give objective counsel to present and prospective film users and will operate separately from other departments.

Review

"Bagdad"

(Universal-International)

HOODED horsemen storm through the deserts on ruthless marauding missions, swords clash as potentates and sheiks fight to the death for power and wealth, alms seekers shout the praises of Allah, a princess of great physiological wealth sets out to avenge the assassination of her royal father. This, it is written, is Bagdad.

The reproduction is radiantly colored (by Technicolor) and highly imaginative, not likely to dispel the illusions of anyone acquainted with the intrigue and lush romance with which story and song have identified the exotic city of make-believe.

As the Princess Marjan, Maureen O'Hara is tempestuous and tempting as she accepts fabulous jewels from the sinister Pasha only to help support her impoverished desert people. The Pasha is Vincent Price who, as military governor, condones the activities of the raiders of the sands. Paul Christian is the prince of the El Jhazir tribe, falsely accused of being the leader of the oasis heavies. John Sutton is Christian's princely cousin and the person actually responsible for the terrorizing.

The backdrop is, of course, Bagdad, with its fabulous palaces, inelegant paupers, dancing girls, labrynthine streets and all sorts of characters in flowing robes who look quite capable of murder and mayhem. The settings are in the best fictional tradition, the wardrobes are equally effective, and the story itself is developed well enough for its purpose (plausibility was not intended). But the dialogue hurts. The script often calls for thee's and thou's and other stilted or archaic expressions which long since have become passe in film entertainment of the type. It detracts substantially from the overall job.

Otherwise the Robert Arthur production measures up fairly well as a colorful show from the story-book mold. Charles Lamont's direction gives excitement to the action scenes; Robert Hardy Andrews' screenplay could have represented a more important contribution if its characters engaged in more practically-worded conversation. Jeff Corey, Frank Puglia, David Wolfe, Fritz Leiber, Otto Waldis, Leon Belasco and Anna Pearce are among the other players.

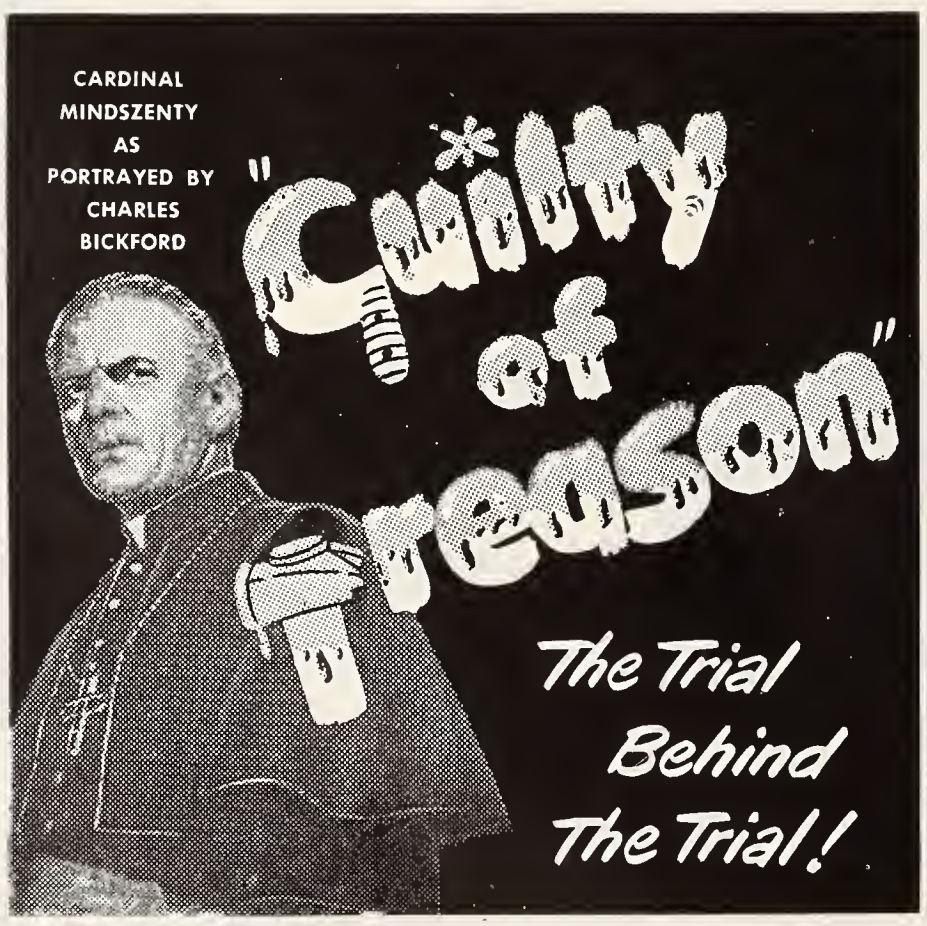
Running time, 82 minutes. General audience classification. For December release.

GENE ARNEEL

FCC Asks Color TV Tests for Homes

WASHINGTON, Nov. 24.—The Federal Communications Commission has asked for color television sponsors and radio set-makers to make possible home-testing of color television between now and Jan. 1.

It asked CBS, RCA and Color Television, Inc., and set makers to put sets capable of receiving color in the hands of a cross-section of the public, and asked that the broadcasters send out color programs at least one hour a day for 30 days.



Columbia's Position

(*Continued from page* 1)

publicity vice-president, were approved. (Provisions of the contracts were detailed in MOTION PICTURE DAILY on Oct. 28.)

By a vote of 504,514 against 2,304, the present board of directors was reelected, including Harry Cohn, Jack Cohn, Schneider, Spingold, A. Montague, Donald S. Stralem, Leo M. Blancke, Col. Henry Crown, and Arnold M. Grant.

Also approved was the issuance to Schneider of an option for 12,500 shares of common stock.

Cohn's statement continued that tentative figures indicate that earnings are expected to approximate $500,000 before taxes for the quarter ended Sept. 30. "On this basis," he said, "after payment of taxes and preferred dividends, net earnings will be approximately 40 cents per share earned on the common stock." These figures compare with a net loss of $23,000 for the corresponding quarter of the previous year.

"While the December quarter is still incomplete, the present volume of business and rate of earnings indicate that this quarter should compare favorably with the September quarter," he said.

"Our gross domestic business has held up very well and compares favorably with that of the corresponding period last year," he said. Cohn declared that the foreign situation "continues to cause concern to us and the remainder of the industry."

Minority stockholders protested against "the ratio between executives' salaries and the net earnings of the company."

Court Approves Contract

LOS ANGELES, Nov. 24.—Court approval of a contract for Margaret O'Brien, with terms which give the 12-year-old star $66,500 for making "City Girl," has been granted.

Walsh Takes Over In IATSE Talks on Newsreels Wages

IATSE international president Richard F. Walsh has made arrangements to confer here next week with executives of the newsreel companies with a view to breaking the negotiations deadlock that has left three locals without contracts.

This action by Walsh follows a number of strategy meetings he has held with representatives of the locals involved: No. 52, New York Studio Mechanics; No. 644, Eastern Cameramen, and No. 771, New York Motion Picture Film Editors.

Memberships of the locals have been exerting pressure on their leaderships to secure wage increases. The newsreel managements, however, have flatly refused pay boosts and have cited newsreel revenue losses to back up their refusal.

Pending signing of new contracts, the mechanics, cameramen and editors have been working under the terms of the expired agreements.

MPAA Acts

(*Continued from page* 1)

lic patronage may have been lost since the end of the war.

Extensive changes are contemplated for the format of Movietone News, sales manager Peter Levathes reports. Asserting that it is important for the newsreels to adapt themselves to changing times, Levathes said Movietone's format revisions will be put into effect early in 1950.

Among the questions to be asked by the MPAA in its survey will be whether newsreels should be made in color, whether a newsreel is necessary for the rounding out of a theatre's program, whether it has been found that items carried by the reels already have been shown on television.

"Many of the accusations leveled against the reels in the past months were brought on by the changeover of newsreel theatres to feature theatres," Levathes contends. "I don't think it is fair to blame the newsreels for all of that," he added. Levathes said newsreel houses served their purpose well for the past 15 or 20 years." Additionally, he explained, such theatres "make too much of a demand on the producers since they use up short subject product at a rate inconsistent with the studios' capacity to supply."

Predicted Levathes: "I see the newsreel of the future as a magazine-editorial type of reel that will expand into the broader and more detailed aspects of the kind of spot-news that will be carried by television stations."

Loew's Promotes 3 And Transfers 5

Irving Gross, assistant at Loew's State here, becomes acting manager of the Apollo; Helen Lupo, assistant at the Gates, is now acting manager of Loew's Broadway; Frank Doherty, manager of Loew's Apollo, is transferred to the Dyckman.

Reassignments of assistants include: Abe Kriegel, from the Dyckman to the Orpheum; Frank Horbert, Orpheum to State; Seymour Graff, Metropolitan to Gates; Frank Miller, Kings to Metropoltian; Robert Milano, student assistant, 175th Street Theatre, to the National.

Harold Wilson

(*Continued from page* 1)

in Britain, particularly in film production there.

(MOTION PICTURE DAILY reported from London on Oct. 25 that Wilson might condition the reduction of the British film quota on increased production in Britain by American companies.)

Wilson was reported to have said that dollar remittances after next June will almost certainly have to drop unless the British government is convinced that American film companies are sincerely anxious to help the British economy. At the same time, he was in no position to assure that dollar payments will not be lowered even with full cooperation from the American companies.

There was no attempt at formal negotiation, with no commitments offered or asked. Wilson made it plain that he was not here primarily to talk of film matters, adding that if he had intended to negotiate film business he would have brought a film expert with him.

Present at the Wednesday luncheon at MPA headquarters, in addition to Wilson and MPA president Eric A. Johnston, were Barney Balaban, Paramount; Theodore Black, Republic; Ned Depinet, RKO; Joseph Hazen, Hazen-Wallis Productions; John J. O'Connor, Universal; Spyros Skouras, 20th Century-Fox; Albert Warner, Warner Bros., Nicholas M. Schenck, M-G-M; and five MPA officials —Joyce O'Hara, Francis Harmon, John McCarthy, Sidney Schreiber and Fred B. Duvall. Jack Cohn of Columbia had to leave Washington before the luncheon.

The MPA toppers met briefly Wednesday morning prior to the luncheon, and were pretty well briefed on what to expect.

20th - Fox Beats Its Own Holdover Record

In the past 13 weeks, 20th Century-Fox features have averaged more holdovers than for any similar period in the company's history, distribution vice-president Andy W. Smith, Jr., reports. Both holdovers and move-overs have equalled the record of wartime extended runs, and in the case of "I Was a Male War Bride," it has hit a higher average than that achieved by any picture released during or after the wartime period, he said.

In addition, Darryl F. Zanuck's "Pinky" has to date averaged three weeks of playing time in its first key-city dates, a majority of which are continuing to extra weeks.

Ohio Censor Acts Against 'Objectionable' Film Ads

COLUMBUS, O., Nov. 24. — A "gentleman's agreement" entered into between film distributors and the Ohio censor board not to use certain types of advertising may constitute effective censorship of film ads, it is believed in film circles here. Dr. Clyde Hissong, state director of education and chief of the censor board, said that the board has no authority to censor film ads.

Agreement with representatives of Film Classics, distributors of the Ida Lupino production, "Not Wanted," came to light when the picture was banned temporarily following alleged violation of such an agreement. The picture was originally approved by the board with only "minor cuts," said Dr. Hissong. Following its first showings in Ohio, objections were received by the board from various groups because of the "unwed mother" theme in advertising the picture. Little objection was voiced about the picture itself.

Distributors then agreed not to use the "objectionable" phrase, said Dr. Hissong. However, the phrase was used in advertising the picture at a Dayton drive-in, he said. The temporary ban followed. Since then distributors have agreed again not to use the phrase.

Dr. Hissong said he understood that Warner Brothers' "Beyond the Forest," recently banned by the board, will be re-submitted.

Foreign Assistance

(*Continued from page* 1)

can companies are being given a more or less free hand in making "compensation" deals. These are bartering arrangements which under World Commerce Corp. sponsorship provide for the investment of Italian lire in manufactured products and such with dollar returns from the product being remittable to American business interests.

Gualino estimated that U. S. companies which distribute their own product in Italy have annual net earnings of about $7,000,000, this after expenses, but he said he had no idea of the amount now frozen. He pointed out this does not include the amount grossed by American films, numbering about 150 in 1948, which were purchased outright by Italian companies.

Gualino said he will produce 15 or 16 films in Italy in 1950 and of that number eight to 10 will be distributed here by Lux Films of the U. S., of which E. R. Zorgniotti is president. Two of these, "Her Favorite Husband" and "Child of Chance," will be spoken in English, he said. The others include "Mafia," "Without Pity," "River Po," "Bitter Rice," "Adam and Eve" and "Offenbach."

Sees Quota Law Continued

Gualino said he anticipates that the new Italian playing time quota law with provision for tax reimbursements for native producers, which is due on Dec. 31, will be similar to the one now in effect. This gives Italian films a minimum playing time of 20 per cent and, additionally, gives the producer a return of 10 per cent on the gross admission tax for "B' films and 16 per cent on "A" films. He said the admission tax averages 22 per cent of the gross.

New Para. Firms

(*Continued from page* 1)

were Leonard Goldenson, who will be president, and officers Walter Gross and Robert O'Brien.

Paramount Pictures incorporators were Austin Keough, vice-president and general counsel; Fred Mohrhardt, treasurer, and attorney Clinton Combes. The law firm of Simpson, Thacher and Bartlett were the incorporating attorneys for both companies.

RKO Names Horn

(*Continued from page* 1)

up separate operations as of Jan. 1.

Horn's headquarters will be at Frankfurt. Gustav Berloger is RKO Radio general sales manager for Germany and Walter Schreiber is publicity director. Other appointments included Hans J. Harn, service manager, and Reinhard Noack, dubbing chief.

The Frankfurt branch will be in charge of Erwin Schad; Berlin, in charge of Gunther Preuss; Dusseldorf, Carl Pohle; Hamburg, Robert Bednorz, and Munich, Anton Huber. Salesmen and front office staff have been hired in each case.

French Reports Good Minnesota Business

Minneapolis, Nov. 24. — Gross admission sales in the state during the past month have shown a decided improvement and the past two weeks might well be referred to as an "upward splurge," Minnesota Amusement president Harry B. French declared. He said, however, that Twin Cities (Minneapolis and St. Paul) loop business "is still very dull." French also revealed that gross ticket sales for the big circuit so far this year is only three per cent below 1948, "although the gross profit will be well below that mark."

Recently, according to Reisman, the first RKO Radio convention was held in Frankfurt, presided over by Joseph Bellfort, European general manager. Elias Lapinere, European general sales manager, outlined the first year's product.

Three RKO Foreign Men Are Promoted

Tom Madar, who was manager of the RKO Radio office in Hong-Kong, has been placed at the head of RKO, Siam; Eric Kwok, formerly head of the Shanghai office and recently assisting at Hong Kong, is now manager in Hong Kong, and William E. Palmer, former head in Siam, has been made manager of the new RKO office at Batavia Centrum, Java, Indonesia.

NOW IT'S THE MASON DIXON LINE FOR "PINKY"!

TIME–8:04 A.M.

EVENT:

'PINKY' OPENING IN ATLANTA GA. IS THE BIGGEST THING TO HIT THE SOUTH SINCE GONE WITH THE WIND

There's No Business Like 20th CENTURY-FOX *Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 102 NEW YORK, U.S.A., MONDAY, NOVEMBER 28, 1949 TEN CENTS

MPEA-Soviet Deal for 20 Is Imminent

Maas to Moscow; USSR Would Pay $1,000,000

A deal between the Motion Picture Export Association and the Soviet Union, whereby the Russian Film Ministry would purchase a block of 20 American-made motion pictures for $1,000,000, appeared imminent at the weekend.

MPEA's New York office reported on Friday that Irving Maas, the Association's vice-president and general manager, who has been in Eastern Europe for the past several weeks, has been granted an entry visa by the Soviet Union. He was due to arrive in Moscow by plane from Prague at the weekend.

Last July, Louis Kanturek, MPEA European representative, brought to Moscow for screening 24 Hollywood pictures, and it is from this group that the 20, each to be sold outright for $50,000, are expected to be selected by the Russians. At the time of

(*Continued on page 4*)

Kranze, Chapman Start Sales Meeting

SAN FRANCISCO, Nov. 27.—B. G. Kranze, vice-president and general sales manager of Film Classics, and Jules K. Chapman, assistant general sales head, are here from New York to hold the first of three regional meetings, opening today. Branches represented at this meeting are Denver, Los Angeles, Seattle and San Francisco, and the meeting will be attended by Leroy Hobson, Robert Ableson, Sam Sobol, William Shar-

(*Continued on page 4*)

1,023,915 Shares In Para. Treasury

Paramount purchased on the open market last month 17,900 shares of its own common stock, bringing to 1,023,915 the number of shares accumulated in its treasury since the stock-buying program was announced in Nov., 1946, by company president Barney Balaban.

U. S. Reports Tax Income Increase of $1,938,096

WASHINGTON, Nov. 27.—Admission tax collections reflected an extremely healthy box-office condition in September, according to figures released yesterday by the U. S. Treasury. Total October collection—on September business—was $35,074,207, far above the October, 1948, total of $32,136,111. The October tally was only slightly below the $35,287,970 collected in September for August.

For the first four months of the current fiscal year, however, collections on the general admission levy are running below the corresponding total for last year—$144,845,922, compared with $135,776,266 this year.

4 Para. Affiliates In Property Deals

Paramount reports here that Publix Great States Theatres has purchased from non-affiliated interests for $181,647 cash, 100 per cent of the outstanding stock of Luer Building Co., and has purchased also from non-affiliated interests for $75,000 cash, 100 per cent of the outstanding stock of Kankakee Theatre Co. Both properties are in Illinois. Public is wholly owned by Balaban and Katz Corp. of Chicago, a Paramount subsidiary.

Tenarken Paramount Corp., according to Paramount here, has issued all of its capital stock to the distribution company in exchange for certain theatre properties and assets which it acquired, as Paramount's nominee, as the result of the termination by Para-

(*Continued on page 4*)

Guarantee-Split Deals Hit by NCA

MINNEAPOLIS, Nov. 27.—Practice of some distributors in asking a guarantee plus a 50-50 split over three and a half times the amount of the guarantee is just another form of percentage, North Central Allied warns members in a bulletin. It "puts you back in exactly the same spot in which you were before the distributors 'abandoned' percentage" earlier this year, according to NCA, which declared the distributors had "made definite commitments to Allied, stating their willingness to sell flat rentals in smaller towns and suburban situations."

Urging members to support NCA's opposition to percentages in the smaller situations by "staying away from any deal with a percentage hook on it," the bulletin declares "the only argument to which the distributors will pay any attention is your refusal to go along with the new gimmick. You have the

(*Continued on page 5*)

Samuel Engel Sets 10 Films for 49-50

HOLLYWOOD, Nov. 27.—"Rawhide" and "The Jackpot" have been set as the first two on producer Samuel G. Engel's heavy 1949-50 shooting schedule.

Meanwhile, the producer has set eight other stories in various stages of preparation, all of which will be completed within the next 12 months, for a total of 10 for the year.

Rathvon, E-L Heads Close Deal for Four

Motion Picture Finance Corp. president N. Peter Rathvon and Eagle-Lion vice-presidents William MacMillen and William Heineman made final arrangements at a meeting here on Friday for MPFC financing and E-L distribution of four pictures: "The Sundowners," "Ruppert," "Beloved" and "Rocket to the Moon."

Rathvon, who reported following his arrival here from the Coast on Friday that he will spend another 10 days in New York before returning, indicated that he may close shortly with E-L deals for additional pictures he has previewed in Hollywood. Rathvon, in addition to his film financing activities, serves as production consultant to E-L, whose product line-up so far for the coming year is exclusively from independents.

Goldwyn Must Vacate Studio in 30 Days

LOS ANGELES, Nov. 27.—Samuel Goldwyn faces the problem of moving, within 30 days, more than $1,000,000 worth of equipment from the old United Artists studio, jointly owned by himself and Mary Pickford. He has "Edge of Doom" under production there, although his lease expired last week.

Disposition of the property has been the subject of lengthy litigation between Goldwyn and Miss Pickford, with Goldwyn losing the latest round when Superior Judge Paul Norse denied the producer's plea for appointment of a receiver "with power to lease," presumably to Goldwyn.

As matters now stand, the property is to be sold under court order, with Miss Pickford and Goldwyn dividing the proceeds. Goldwyn has a 30-day period of grace to move.

Offer Revised Arbitration On Wednesday

Industry System Lapses Then if Not Accepted

The American Arbitration Association is scheduled to announce a plan for continuing the motion picture industry arbitration system on Wednesday, the day the 10-year-old system will lapse unless the new plan is approved by participating film companies.

Attorneys for the companies met with AAA officials recently but made no definite commitment for continuing payments for the maintenance of the industry arbitration system beyond Nov. 30, the end of the current fiscal year.

Rather, most company representa-

(*Continued on page 5*)

Green Quits As UA European Sales Head

Michael Green has resigned as United Artists sales supervisor for Continental Europe to enter business for himself, it was announced here at the weekend by Arthur W. Kelly, executive vice-president, who also disclosed several other personnel changes in foreign offices of the company. Kelly returned to the home office on Friday after an eight-week tour of

(*Continued on page 5*)

UK-US Film Meeting Jan. or Feb.: Wilson

Washington, Nov. 27.—President Harold Wilson of the British Board of Trade told reporters on Friday that meetings looking toward re-negotiation of the Johnston-Wilson agreement will be held in London in late January or early February. He did not comment in any detail on his various talks here with MPAA president Eric Johnston or film company heads during the past week.

Wilson will again be Johnston's guest at a luncheon to be held at New York on Thursday, where the British official will be introduced to business leaders.

Sullivan, McGrath In Washington Talk

Washington, Nov. 27.—Gael Sullivan, Theatre Owners of America executive director, was in Washington briefly on Friday for a meeting with Attorney General J. Howard McGrath. Neither Sullivan nor McGrath could be reached for comment on the meeting, but it was believed here that it dealt with Columbia's sales policy on "Jolson Sings Again."

Para. Heads Witness DeMille as 'Fall Guy'

Cecil B. DeMille was the "fall guy" at the monthly luncheon of the Circus Saints and Sinners here on Friday, and among the Paramount executives who were on hand to witness the "going over" given the producer were: Adolph Zukor, A. W. Schwalberg, Max E. Youngstein, Jerry Pickman, Sid Blumenstock and Mort Nathanson.

DeMille, whose latest production for Paramount is "Samson and Delilah," is scheduled to return to Hollywood on Dec. 2.

Interview Marathon Set for DeMille

Starting today, more than 50 newspapermen will converge on New York for the purpose of previewing "Samson and Delilah," and interviewing its producer-director, Cecil B. DeMille.

With the exception of the New England contingent, which numbers 23 all of the interviews will be individual ones, with more than an hour allotted to each, and will continue through Friday.

Mormons Cite DeMille, Crosby

Cecil B. DeMille and Bing Crosby have been awarded Distinguished Service Scrolls by the Santa Monica, Cal., Ward of the Church of Jesus Christ of Latterday Saints (Mormons) for leadership in their respective fields.

Colosseum Meets to Vote on Agreement

KANSAS CITY, Nov. 27.—Second annual convention of the Colosseum of Motion Picture Salesmen of America opened here yesterday and will continue through today.

Principal business to be completed by the delegates is a vote on ratification of the new contract agreement closed recently by representatives of the film salesmen's union and 11 distributors. Additionally, the Colosseum is expected to elect a new slate of officers to serve during the coming year.

N. J. Allied Dinner Set

Allied Theatre Owners of New Jersey will hold its annual beefsteak dinner on Dec. 15 at the Ritz Restaurant, Passaic, it is announced here by Wilbur Snaper, president. Representatives of all branches of the industry have been invited.

Personal Mention

HAROLD WILSON, president of the British Board of Trade, is due in New York from Washington on Thursday.

•

JUDGE LESTER WILLIAM ROTH, West Coast counsel for Columbia, has been named a vice-chairman of the Joint Defense Appeal national council, to head up West Coast fund raising activities of the agency.

•

TOM PRYOR, *New York Times* motion picture editor, has written a song in collaboration with AL URBANO, with its title taken from Warner's "The Hasty Heart." Kanes Music is the publisher.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, will leave here today for Toronto.

•

PINCUS SOBER, M-G-M liaison between the legal and sales departments, will leave here tomorrow on a West Coast tour.

•

MAX GOLDBERG, owner of the Pastime Theatre, Falmouth, Ky., has been elected mayor of that city.

•

FRANK HOWARD has resigned as managing director of the RKO Memorial Theatre, Boston.

•

IKE KATZ, president of Kay Films, was in New Orleans from Atlanta recently.

LOUIS ASTOR, Columbia circuit sales executive, will leave here today for Chicago, Milwaukee, Kansas City and Detroit.

•

ENID RAE LEVY, daughter of NAT LEVY, RKO Radio Eastern sales manager, was married yesterday at the Waldorf-Astoria Hotel here to GEORGE ROBERT PAGER, New York.

•

CHARLES WILSON of Loew's Boston advertising-publicity department has been transferred to Rochester, N. Y., as student assistant manager of Loew's Theatre there.

•

FELIPE GREGORIO CASTILLO, formerly Mexico's chief censor, is the new general manager of Producciones Mexico, S. A., production and distribution firm.

•

JOHN GREER has joined the Film Classics branch at New Orleans as a salesman, replacing WLLIAM SHIEL, who resigned to operate his drive-in theatres.

•

DOUGLAS FAIRBANKS, JR., has been made an associate officer in the British Order of St. John of Jerusalem for his work in European relief.

•

OSCAR MORGAN, Paramount short subject sales manager, will return here today from a Southern tour.

•

G. L. CARRINGTON, Altec president, has returned to the Coast from New York.

'Battleground' Opens On the Coast Dec. 2

M-G-M's second pre-release presentation of "Battleground" will be a twin engagement at the Egyptian and Loew's State theatres in Los Angeles on Dec. 2, it was announced here at the weekend by the company. The picture will have a premiere invitational showing at the Egyptian on the night of Dec. 1, with stars and industry executives on hand for the occasion.

William F. Rodgers, sales vice-president, pointed out that until the picture is scheduled for general release all engagements now being considered for "Battleground" will be on a pre-release basis.

Award to 'Letter' By 'Freedom' Group

RKO Radio's "Letter to a Rebel" has been awarded one of the first annual prizes by Freedoms Foundation, Inc. This honor to the industry, as well as the company represented, was one of 121 awards to American organizations and persons "For outstanding achievement in bringing about a better understanding of the American way of life." Ceremonies surrounding the event took place at Valley Forge with presentation by General of the Army Dwight D. Eisenhower. The award was received by Jay Bonafield, vice-president of RKO Pathe, Inc., which produced the film as one of the "This Is America" series.

John Cecil Graham Succumbs in Neb.

John Cecil Graham, who was managing director for Paramount in Great Britain from 1916 to 1938, died in his home at Falls City, Neb., on Nov. 23, his former Paramount home office associates were informed at the weekend.

Graham, who was 76 years old, returned to America and worked for Technicolor, Inc., for several years after resigning from his Paramount post in London. He suffered a stroke about four years ago and had been incapacitated since. Funeral services were held in Falls City, his home town, on Saturday.

Kaufman, Woolfs in Deal

HOLLYWOOD, Nov. 27.—Joe Kaufman Productions, Inc., has signed George Raft for the top role in "I'll Get You for This," the James Hadley Chase original which William Bowers is now preparing. Filming will start in March. Exteriors will be filmed in San Remo, Italy, and interiors in London. John and James Woolf will be associated with Kaufman in the English phase of the production.

Jack Riggs, Exhibitor

CENTRAL CITY, Neb., Nov. 27.—Funeral services for Jack Riggs, until recently the owner of the State and Sun theatres here and an exhibitor for 25 years, were held here last Wednesday.

Newsreel Parade

ARMY war games, and various personalities in the news are current newsreel highlights. Other items include sports and Christmas news. Complete contents follow:

MOVIETONE NEWS, No. 95—Freighter broken in two by stormy seas. New York: Young Americans return from abroad. Stag hunt with Duke and Duchess of Windsor. Royal horse show in Japan. Football stars.

NEWS OF THE DAY, No. 225—Football's All American. U. S. cracks down on false atomic remedies. Santa Claus in Toronto. Princess Margaret inspects new hats.

PARAMOUNT NEWS, No. 28—Freedom Foundation honors Americans. Hot dogs make a hit in Tokyo. All-American football team.

TELENEWS DIGEST, No. 47-B—Italy: Police hunt for bandit. "DP's" arrive in New York. New York: Santa's workshop. Spain: Dali surrealism hits theatre. Bull fighting. Ski season opens in Florida.

UNIVERSAL NEWS, No. 303—War games in Hawaii. Princess Margaret at hat fashion show. Log raft trip. Dog acrobatics. Horse show. Skiing. Bull fighting.

WARNER PATHE NEWS, No. 30—People in the news: Gen. Eisenhower. Secretary Snyder in Japan. Turkish Independence Day. Apple-packing contests. Animals in the news: pets go to church; dog acrobatics. Jackie Robinson voted most valuable player. Basketball. Football.

Para.'s Smith to Hold Five Field Meetings

LOS ANGELES, Nov. 27.—George A. Smith, Paramount's Western division sales manager, left Los Angeles over the weekend for a series of meetings with sales executives and branch personnel at the Denver, Portland, Seattle, Salt Lake City and San Francisco branches.

Plans for the forthcoming release of William Wyler's "The Heiress" and Cecil B. DeMille's "Samson and Delilah" will be discussed during the meetings, as well as the remaining releases on this year's schedule, including "Chicago Deadline," "Red, Hot and Blue," "Holiday Inn," "The Lady Eve" and "The Great Lover." Following his return on Dec. 8, Smith will hold a special meeting at the Los Angeles branch and review the recommendations and discussions held at the five branches covered by his trip.

UA Board Meeting Hears Sears, Kelly

United Artists' board of directors at a full-day meeting here on Friday heard a report on numerous pending distribution deals made by company president Gradwell Sears, but indications were that final approval of any was deferred. Arthur W. Kelly, executive vice-president, also reported on his eight-week tour of England and the Continent.

Bill Robinson, 71

Bill Robinson, 71, famed tap dancer of stage and screen, died at New York's Medical Center on Friday night of a heart ailment and over the week-end plans were being made for a benefit show on Dec. 12 for the family of the man who was always ready to appear on similar occasions. Services will be held today at the Abyssinian Baptist Church here.

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"THE BIG WHEEL"

IS REALLY ROLLIN'!

IN THE TRADES

"Will leave 'em breathless. Smartly fashioned thrill stuff. If it's excitement they want, cast a vote for this one!" —Film Daily

"Fast-moving. Packed with selling angles!" —Exhibitor

"Topnotch. An exciting 92 minutes for action fans!" —Variety

"Financial success in every situation. Thrills, chills!" —Reporter

"Nimble thriller. Can't miss at the boxoffice. Red-hot action, lots of excitement. Spine-tingling!" —Film Bulletin

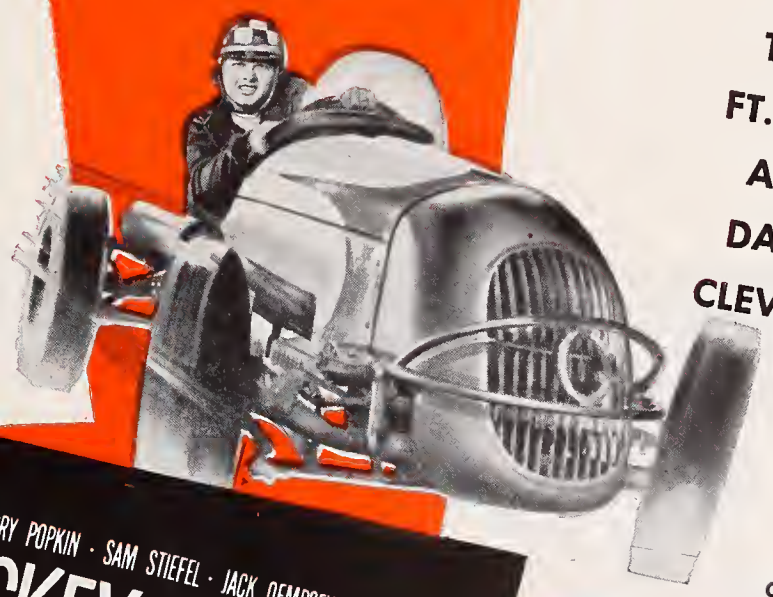
"A thrill-fest. A natural!" —Showmen's

"Blisteringly-paced. The Indianapolis 500-mile race is itself worth the price of admission!" —MP Daily

"Has the marquee names, excellent direction, thrills, excitement. A money maker!" —MP Herald

"Will score in the revenue department!" —Boxoffice

"Can be depended on to give fast account of itself. High octane, packed with exploitation factors!" —Daily Variety



AT THE BOXOFFICE

in

CHICAGO *(3rd week)*
INDIANAPOLIS *(Holdover)*
MILWAUKEE *(Holdover)*
CINCINNATI *(Holdover)*
DETROIT
TOLEDO
FT. WAYNE
AKRON
DAYTON
CLEVELAND

where it's big wheeling to some of the greatest UA grosses ever!

HARRY POPKIN · SAM STIEFEL · JACK DEMPSEY present

MICKEY ROONEY in "THE BIG WHEEL"

co-starring

THOMAS MITCHELL

with MICHAEL O'SHEA · SPRING BYINGTON · MARY HATCHER · HATTIE McDANIEL
STEVE BRODIE · LINA ROMAY · ALLEN JENKINS · DICK LANE

Executive Producer HARRY M. POPKIN · Produced by SAMUEL H. STIEFEL
Directed by Edward Ludwig · Screenplay by Robert Smith
A POPKIN · STIEFEL · DEMPSEY Production

IT JES' KEEPS ROLLIN' thru UA

20th-Fox Sets Three Major Premieres For Holiday Season

Major premieres in different sections of the country will launch three 20th Century-Fox key productions during the Christmas-New Year holiday season, the home office announced over the weekend.

John Ford's "When Willie Comes Marching Home" will have its world premiere at three theatres in Miami on Dec 30. The other films scheduled to open with fanfare are Darryl F. Zanuck's "Twelve O'Clock High" in Los Angeles and "Prince of Foxes" in New York.

In Miami, "Willie" will be given a sendoff through the personal appearance of Colleen Townsend, co-star of the picture. On Dec. 30, Miss Townsend will head a parade to the Miami Theatre where her picture will premiere. She will take part in numerous radio interviews at the theatre. She will make a number of personal appearances at the Miami as well as at the Miracle and Lincoln theatres, which are to play date-and-date in the city.

"Prince of Foxes" will have its American premiere on the night of Dec. 22 at the Roxy in New York under the sponsorship of the United Hospital Fund. "Twelve O'Clock High" will open in Los Angeles late next month, with plans for the opening currently being set.

"Pinky" Will Be 20th-Fox's 1949 All-Time Gross Leader: Smith

In a year during which 20th Century-Fox achieved an all-time record distribution gross, Andy W. Smith, distribution vice-president on Friday announced that Darryl F. Zanuck's "Pinky" will be the outstanding grosser of all product released by the company for 1949. His statement was based on a study of reports submitted to him last week by division sales managers at a two-day meeting held at the home office.

Reviews

"Whirlpool"

(20th Century-Fox)

A MURDER melodrama with psychological trimmings has been accorded a slick production treatment in 20th Century-Fox's "Whirlpool." The picture starts out with considerable appeal, noting a cast that includes Gene Tierney, Richard Conte, Jose Ferrer and Charles Bickford, and a screenplay fashioned by Ben Hecht and Andrew Solt. The story is a strong, melodramatic brew, and as such, has good entertainment value, but critical-minded film-goers may find in it a tendency to stretch credulity.

Miss Tierney plays a kleptomaniac who is happily married to Conte, a distinguished psychiatrist. One day while succumbing to a compulsion to steal a pin, she is observed by Ferrer, a smooth-operating rogue who practices hypnotism professionally. It isn't long thereafter that Miss Tierney is influenced by Conte into trying his curative methods of hypnotism.

A highlight of the film is the crisp and sophisticated epigrams from Ferrer. Involved in a swindle, he kills a woman and then sends a hypnotized Miss Tierney to the scene of the murder so that incriminating evidence falls upon her. At this point detective Bickford enters the scene, goes through a series of sleuthing adventures, and with the aid of some psycho-analytic insights provided by Conte, pins the crime on the real culprit. Acting is on a high level throughout. Otto Preminger produced and directed the picture, which was based on a story by Guy Endore. Others in the cast are Barbara O'Neil, Eduard Franz and Constance Collier.

Running time, 97 minutes. Adult audience classification. For January release.

MANDEL HERBSTMAN

"There's a Girl in My Heart"

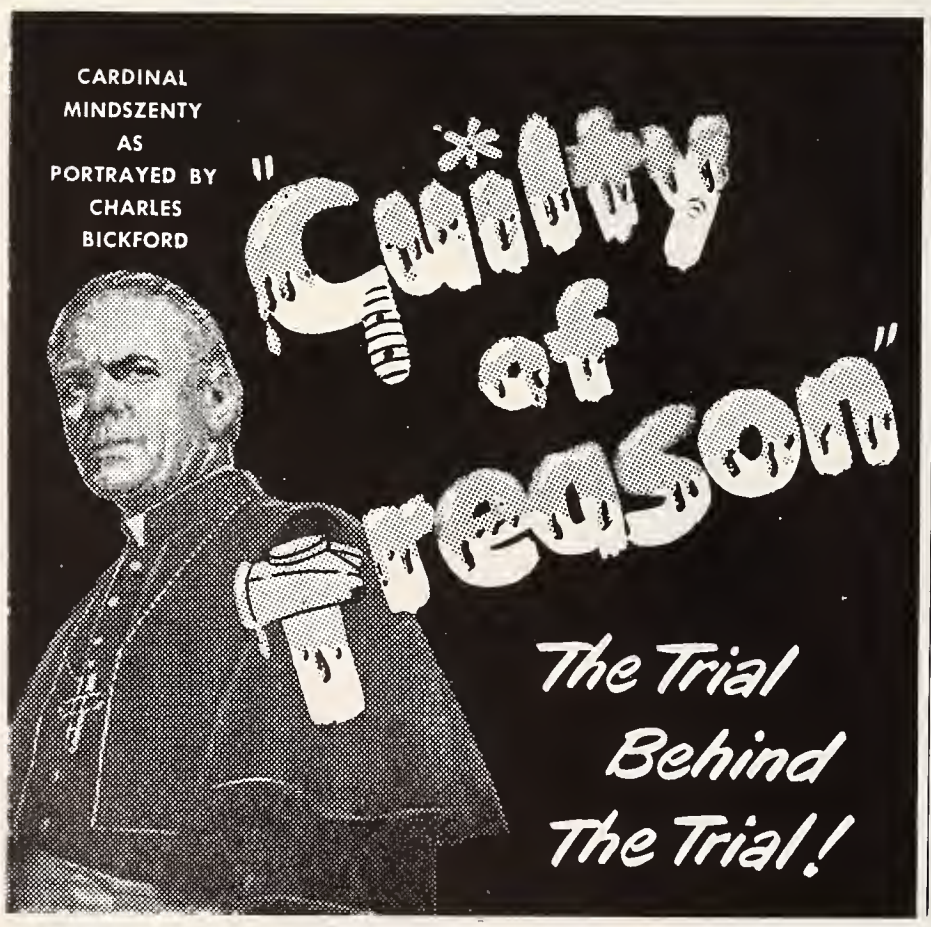
(Allied Artists) *Hollywood, Nov. 27*

A MAXIMUM of mighty engaging song-and-dance is neatly wrapped up and smartly delivered in this comedy-drama produced and directed by Arthur Dreifuss. The setting is the Bowery, about 1900, and Ray MacDonald and Peggy Ryan, young entertainers destined to go far in their profession, dominate the song-and-dance department, Gloria Jean adding to the sum of things with her vocal talent and various others participating on occasion. Lee Bowman, Elyse Knox and Lon Chaney handle the top roles on the story side, with such dependables as Ludwig Donath, Irene Ryan, Iris Adrian, Paul Guilfoyle and Joel Marston in support. Seven song numbers, four of them new ones by Robert Bilder, one by Bilder and Dreifuss, another by Harry Dacre and the oldtime "After the Ball" by Charles K. Harris, enliven the proceedings, with Louis Da Prom and Nick Castle sharing credit for staging the dance sessions.

The story and screenplay by Arthur Hoerl and John Eugene Hasty are as appropriate to the time and place as are the sets and costumes. In it Bowman, a political slicker, conspires with Chaney, a music hall operator, to obtain at bidder's prices the premises on which the music hall stands, which are owned by a widow. But the widow turns out to be the young socialite, Miss Knox, who realizes that Bowman's undertaking, if successful, will deprive many needy families of their homes, takes over management of the music hall and digs in to defeat the politico. Ultimately, Bowman and Chaney come to blows over the matter, with Bowman winning out, but by that time he has fallen in love with Miss Knox and decided to abandon his original objective.

Running time, 79 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER



4 Para. Affiliates

(*Continued from page* 1)

mount of joint interests in certain theatres in compliance with the provisions of the consent judgment entered on March 3 last in the industry anti-trust suit.

Also reported by Paramount is the acquisition by Minnesota Amusement Co., wholly-owned subsidiary, for $67,500 cash, the remaining 50 per cent of stock in Fairmont Theatre Co.

Meanwhile, American Amusement Co., a wholly-owned subsidiary of Minnesota Amusement, has acquired from non-affiliated interests for $177,500 cash, 100 per cent of the outstanding stock of Jamestown Opera House Co., according to Paramount.

'Vets' Aid 'Joe' Reissue

BOSTON, Nov. 27.—Lester Cowan, producer of "The Story of GI Joe" was here last week for a press luncheon-meeting with leading theatre executives and state commanders of the American Legion, Disabled Americans, Veterans of Foreign Wars, Amvet, Order of the Purple Heart and Jewish War Veterans in connection with a 100-theatre day-and-date showing in the New England area. Cowan stated that a reissue of the film will soon be released nationally.

MPEA-Soviet Deal

(*Continued from page* 1)

Maas' departure from here for Eastern Europe it was foreseen that he would attempt to close the deal, and it was expected at that time that if a visa were granted him by the Soviet such action would indicate the Russian Film Ministry was prepared to buy the 20.

Over a year ago Motion Picture Association of America president Eric A. Johnston, while on a visit to Moscow, made an arrangement with the Russians to submit to the Ministry a large number of American film titles from which the latter could select a quantity it would like to view. Prior to Kanturek's bringing into Moscow the 24 finally selected, the Russians examined two lists of 100 titles each.

Among American pictures in which the Russian officials are said to have expressed special interest are M-G-M's "Madame Curie," Warners' "Adventures of Mark Twain" and 20th Century-Fox's "Wintertime." It is expected that these will be among the 20 selected, if a deal is closed.

Payment by Russia for the films would be in dollars in New York.

Boards Meet Here Thursday

Meetings of the boards of Motion Picture Association of America and Motion Picture Export Association are slated here for Thursday with Eric Johnston, MPAA president, presiding. A joint meeting of the MPAA board and the executive committee will also be held.

Kranze and Chapman

(*Continued from page* 1)

tin, John M. McKeehan and David McElhinney.

The second meeting, scheduled for Wednesday, will be held in Chicago. Among those attending will be Ralph McCoy, B. A. Slaughter, Jr., Edward Spiers, Norman Colquhoun, Sam Abrams, Leslie Durland, R. M. Hammond, Jr., Richard Stahl, Milton Dureau, Manny Brown, D. J. Edele and J. H. Lutzer.

The third meeting will be held in Pittsburgh on Dec. 3. Those attending will be Clayton Eastman, Matt Sullivan, L. J. Bugie, Sanford Gottlieb, George Lefko, John McKenna, Nat Beier, Leo Gottlieb, Walter Davis, Max Cohen, George Waldman and Frank Meadow.

Fire Ruins Flexer House

MEMPHIS, Nov. 27.—Fire has destroyed the Tower Theatre in Sardis, Miss. The theatre was empty. Cause of the fire was undetermined, Mrs. Mary Aiken, manager, said.

The building is owned by David Flexer of Memphis and was leased and operated by Dave, Abner and Mose Lebovitz, brothers, of Memphis. Abner Lebovitz estimated the damage at $40,000.

37½c Disney Dividend

HOLLYWOOD, Nov. 27.—Walt Disney Productions board of directors has declared a 37½ cents dividend per share on outstanding six per cent cumulative preferred stock, payable Jan. 1 to stockholders of record on Dec. 17.

Actors Fund Elects 3

Richard Rodgers, songwriter; Louis Lotito, theatre manager, and John Alexander, actor, have been elected trustees of the Actors Fund of America, theatrical charity organization.

Albany's Rev. Peyton Praises Film Industry

ALBANY, N. Y., Nov. 27.—The film and radio industries were praised for their "loyal and generous support" by Rev. Patrick Peyton, founder of the Family Rosary and the Family Theatre, at a dinner given by Albany professional and businessmen in honor of the churchman. Spyros P. Skouras and his company, 20th Century-Fox, were especially thanked by Father Peyton for the production of a short, "The Road to Peace."

The film, starring Bing Crosby, Ann Blyth and Father Peyton, was shown at the dinner. It will be cut to six minutes for theatre showings and Father Peyton expressed the hope that every theatre in the U.S. and Canada will screen it.

Arbitration

(*Continued from page* 1)

tives expressed the opinion following the meeting that the payments would not be continued unless the AAA developed a plan for the inauguration of an industry arbitration system which promised definite benefits to all participants, including exhibitors; which could be given the approval of the Federal court and which could be operated more economically than the present system.

J. Noble Braden, AAA executive director, said on Friday that the Association will have "an announcement" ready by Wednesday. He declined to divulge details but it was reported elsewhere that the announcement will refer to new plans which the Association will offer for the continuation of motion picture arbitration.

Very little is known of any contemplated operating changes which would commend industry arbitration to exhibitors more than heretofore but proposals for more economical operation of the system were reported earlier. They contemplate a reduction of the present 29 local tribunals to about 18 and either elimination of the appeals board or its establishment on a less costly plane.

The appeals board costs $78,000 annually, including its office rent, or more than one-quarter of the $300,000 total annual cost of the industry arbitration machinery. If the board was retained its offices probably would be eliminated and it would meet at AAA offices here instead. Salaries of appeal board members also might be reduced. The chairman now receives $20,000 annually; the other two board members $17,500 each.

The AAA feels that more companies might participate in the arbitration system's maintenance if the costs are reduced materially. Heretofore, only Loew's, Paramount, RKO, 20th Century-Fox and Warners have participated.

Green Quits UA

(*Continued from page* 1)

Europe. Hal Andrews, manager in Sydney, Australia, who had been with UA for 22 years, has retired because of ill health and has been succeeded by Len Wade, formerly assistant branch manager.

Constantin Goldin, who resigned earlier this year as UA manager in China, has been appointed special representative in Switzerland.

Conrado de Jesus, former accountant in the Manila office, has been named acting manager in the Philippines, following the resignation of David Gould, manager.

Wylie Connecticut Variety Club Chief

NEW HAVEN, Nov. 27.—Ray Wylie, branch manager of United Artists, has been elected chief barker of the Variety Club of Connecticut, Tent No. 31, for 1950. He succeeds Lou Brown and will take office on Jan. 1.

Other officers elected were Robert Elliano of Walnut Beach, first assistant chief barker; Sam Wasserman, theatre operator, second assistant; Harry Rosenblatt, branch manager of M-G-M, dough guy and Arthur Greenfield, branch manager of Universal-International, property man.

Elected to the crew (board of directors) were Ben Simon, of 20th Century-Fox; Harry F. Shaw, Loew-Poli New England Theatres; Carl Goe, Warner Brothers; Hy Levine, independent distributor; George Wilkison, Jr., of Wallingford and John Pavone, Monogram Pictures. Past chief barkers Barney Pitkin and Brown, Loew Poli-New England Theatres, Inc., will also serve on the board.

Collier Again Heads Baltimore Variety

BALTIMORE, Nov. 27.—Variety Club Tent No. 19 has elected Rodney Collier, manager of Warner Brothers' Stanley Theatre, as chief barker. This marks the second time Collier was so honored, having served in the same post in 1944.

Other officers chosen are: H. Ted Routson, elected for a second term as first assistant chief barker; Mark Silver, second assistant; William G. Myers, treasurer; Edward Kimpel, Jr., secretary, and Joseph W. Grant, national canvassman. The new board of governors includes Spaulding Albert, Stanley Baker, Meyer Rendelman, Sam Tabor, Frank Durkee, Jr., and Joseph Walderman.

Buffalo Tent Elects 11 Board Members

BUFFALO, Nov. 27.—Variety Club of Buffalo, Tent No. 7, has elected the following 11 members as directors: Harry Altman, Harry Berinstein, Hary L. Berkson, John G. Chinell, James H. Eshelman, Joe Gins, Robert Hayman, Elmer Lux, Dave Miller, Richard Walsh and Murray Whiteman.

Named delegates to the international convention in New Orleans next April were Marvin Atlas and Sam Geffin.

Smakwitz Again Chief Barker of Albany Variety Club

ALBANY, N. Y., Nov. 27.—Charles A. Smakwitz, Warner Theatres zone manager here, has been elected chief barker of the local Variety Club, a post he filled in 1946. Other officers elected are Leo Rosen and Joseph Saperstein, assistant chief barkers; Nate Winnig, dough guy, and Ed Wall, property master.

Guarantee-Split Deal

(*Continued from page* 1)

right to buy your pictures at a price you can afford to pay. The distributor has no investment in your theatre, and he has no right to muscle in as your partner."

The bulletin says NCA has "repeatedly proved" to distributors that percentage in the small-grossing situations is unsound and unfair, and that abandonment of the selling policy destroys exhibitor incentive to advertise.

George P. Skouras

—THE FIRST EXHIBITOR TO PLAY—

Cecil B. DeMille's

"Samson AND Delilah"

Color by Technicolor

-says:

"It reaches the pinnacle of perfection and leaves nothing to be desired."

IT'S THE Paramount EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH

Waiting for the "Gravy Train"?

You're wasting your time, mister! The lush, plush, easy-to-ride "Gravy Train" made its last trip some time ago—and there's no telling *when* it will be along again!

But there *is* a clear track ahead for honest-to-goodness salesmanship and showmanship . . . with NSS Trailers and Accessories pointing the way to steadily increasing Boxoffice receipts! They're your *least* expensive, *most* expressive selling aids! Use them every day, in every way, to bring patrons in—and bring them back *again!* That's the inside track to PROFITS!

IT'S EASIER TO SELL SEATS WITH TRAILERS AND ACCESSORIES!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 103 NEW YORK, U. S. A., TUESDAY, NOVEMBER 29, 1949 TEN CENTS

D. of J. Will Look Into the 'Jolson' Row

TOA Takes Charges to Atty-Gen. in Capital

U. S. Attorney-General J. Howard McGrath's office will act to determine whether Columbia has been guilty of any violations of the existing decree in the industry anti-trust suit in connection with the sales policies followed for "Jolson Sings Again," it was reported here yesterday by Gael Sullivan, executive director of the Theatre Owners of America.

Sullivan said he and TOA general counsel Herman M. Levy were so informed by the Attorney-General at a conference in Washington last Friday. The TOA representatives discussed with McGrath and Assistant Attorney-General Herbert A. Bergson the sales policy on "Jolson," which has been under attack by the TOA and others. Sullivan reported that specific complaints concerning the picture's policy, which TOA had received from members, were cited to the Department heads.

Levy, who was to have taken

(*Continued on page 7*)

10 Sued for $1,500,000

PHILADELPHIA, Nov. 28.—Ten companies were sued for $1,500,000 in U. S. District Court here by two brothers, who charged they had been "unlawfully deprived" for over 14 years of the right to obtain feature films for first runs in their theatre in Sharon, Pa.

The plaintiffs, Harry Stahl of Sharon, and Herman L. Stahl, of Oil City, allege they have not been able

(*Continued on page 3*)

Mid-South Allied Meeting on Dec. 13

Memphis, Nov. 28.—E. O. Cullins, organization president, has called a one-day business meeting of Allied Independent Theatre Owners of the Mid-South at the Hotel Chisca, Memphis, on Tuesday, Dec. 13.

U. A. Considers Dropping Its Sales Offices Abroad

United Artists has under active consideration the virtual elimination of its own distribution organization in major foreign countries throughout the world with outside agencies replacing the company's own distribution offices for reasons of economy.

The idea, while not entirely new, had not been presented in any formal fashion until last Friday when the measure was proposed at a full-day board meeting and apparently is now pending. It is understood that the specific details of the plan are being investigated and a final decision on it will be made at a subsequent board session.

According to reports on the last session, deals with foreign licensees would be handled by Arthur W. Kelly,

(*Continued on page 7*)

Philharmonic Gets Roxy Stage Bid

Negotiations are underway to bring the New York Philharmonic symphony orchestra to the Roxy Theatre as a stage attraction in conjunction with the regular film policy, it was announced yesterday by Spyros P. Skouras, president of 20th Century-Fox and a member of the Philharmonic Society's board.

Although details are still to be worked out, plans are for the entire 104-member orchestra, under the baton of Dimitri Mitropoulos and augmented by guest soloists, to appear in as many shows possible in each day.

Skouras said he had been studying for a long time the idea of bringing great classical music to the people at a popular price level. "It is in line with the policy of 20th Century-Fox to elevate the standards of entertainment which it provides for the world," Skouras declared, adding that he had good reason to believe large audiences would turn out to hear the orchestra.

TOA Units Hammer Away at U. S. Tax

Regional units of the Theatre Owners of America are moving into action for an all-out fight on Federal and state admission taxes, Gael Sullivan, executive director, reported yesterday. The campaign, he said, will be in full swing next month, and will continue until both Congress and the several state legislatures in session next year, have taken action on exhibitors' requests for tax relief.

For one, the Mississippi Theatre

(*Continued on page 2*)

UA Theatre Circuit Is Lining Up 15 Theatres on Coast

LOS ANGELES, Nov. 28.—With Hollywood's Egyptian and Loew's State passing into the active management of the United Artists Theatre Circuit, Inc., 15 other houses in Los Angeles and on the Coast similarily will go under management of United Artists Theatres, headed by Pat DeCicco.

Formal operation of the United Artists Theatre Circuit, Inc., will be ushered with a premiere at the Egyptian on Thursday night, when the invitational premiere of Metro-Goldwyn-Mayer's "Battleground" will be held. On Friday, "Battleground" will be shown to the public on a day-and-date basis at the Egyptian and Loew's State.

In taking over the two theatres,

(*Continued on page 7*)

Colosseum Elects Dortic President

KANSAS CITY, Nov. 28.—Charles Dortic of Albany, N. Y., yesterday was elected president of the Colosseum of Motion Picture Salesmen of America, succeeding Mel Keller.

Other officers elected during the final session of the salesmen's two-day annual convention at the Hotel Muehlebach here, were: Harris B. Wynn, Atlanta, and William Warner, Los Angeles, vice-presidents; M. Provencher, Milwaukee, executive secretary, and Thomas McKean, Oklahoma City, treasurer. David Beznor was reappointed legal counsel.

Cleveland Deliveries Capitulate in Strike

CLEVELAND, Nov. 28.—Local film delivery companies have signed a blind contract with the truck drivers union to accept whatever settlement terms of the current truck drivers' strike is agreed upon so as to maintain uninterrupted theatre service. In the current strike only perishable food stuffs are being delivered. Drivers are asking for a 25 cents hourly increase and a pension. Film deliveries which signed the contracts are the Johnson and Gross Delivery Service, operated by E. S. Johnson and Louis Gross, and Film Transit, operated by P. L. Tanner.

Hit US Charge Of Loew, RKO Collusion Here

Majors Ask 5 Years in Proposed Divorce Decree

The Metropolitan New York circuits of Loew's and RKO yesterday became the subject of another sharp dispute between the government and the remaining major defendants in the industry anti-trust suit as the plaintiff's charge of collusion was branded by the companies "as wanting in evidentiary support as it is in logic."

The allegation that no competition exists between the two circuits "by arrangement" was embodied in the government's proposed findings in the case. Loew's, Warners and 20th Century-Fox struck back yesterday with a 155-page joint document filed in U. S. District Court objecting to this and scores of other findings proposed by the plaintiff U. S. They also filed their own versions of how the findings should be worded in addition to their proposed joint divorcement decree.

The three companies say they should be given five years to consum-

(*Continued on page 7*)

Salesmen Get $10 Increase

Some 1,000 motion picture salesmen have been granted a $10 per week pay increase, retroactive to last Oct. 16, under the terms of the contract amendments negotiated by representatives of the distributors and the Colosseum of Motion Picture Salesmen of America, it was revealed here yesterday by Clarence Hill of 20th Century-Fox, chairman of the managements' bargaining committee. Salary minimum

(*Continued on page 7*)

Set 50th Birthday Tribute to Walsh

IATSE's biennial dinner-dance to be held Feb. 20 at the St. George Hotel, Brooklyn, will honor "IA" international president Richard F. Walsh on the occasion of his 50th birthday. Thomas Murtha is chairman of arrangements.

Admission Tax 'War' Explodes

The Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York have joined forces in what was described as an "all-out fight" to defeat the threatened imposition of a five per cent city admission tax by the Yonkers Common Council. Preparations have been made for an anti-tax campaign involving the use of trailers, handbills and posters.

A bill introduced in the Council providing for a series of local taxes on retail sales as well as theatre admissions will come up for a public hearing on Dec. 8 in the Yonkers High School auditorium. Two years ago, when a similar bill was introduced in the Council, united exhibition interests succeeded in defeating it.

Heading exhibition's war on the present bill is a committee of 12 under the co-chairmanship of Charles F. Burns and Donald McConville. Other members are: Peter Sortino, Joseph DiLorenzo, Harold Daly, James T. Grady, Neil R. Slack, Mrs. Bertha Farkas, Myron Siegel, Burton Astor, D. John Phillips and Morton Sunshine.

Said the committee: "This proposed tax is a discriminatory levy singling out theatre patrons for special class taxation. The burden of this tax will fall upon those persons in the community least able to afford it."

The city is said to be sorely in need of additional revenue.

Goldman Is Named Music Hall Manager

Sydney M. Goldman, manager of the Center Theatre in Rockefeller Center since 1934, has been appointed house manager of the Radio City Music Hall, R. V. Downing, executive vice-president of the Hall, announced. Goldman succeeds the late Fred A. Cruise, who died last week. Downing also appointed J. Paul Dauer as new house manager of the Center. Dauer was formerly treasurer there.

Goldman started in show business with the service staff of the Roxy here in 1927. He was appointed assistant manager of the Hall prior to its opening in Dec., 1932. Dauer joined the Center in 1934 as assistant treasurer and became treasurer in 1938.

'Bagdad' Opens Big In First 20 Dates

CHICAGO, Nov. 28.—Universal-International's "Bagdad" grossed an estimated $11,000 from its Wednesday opening through last night at the Grand Theatre here. The opening day's gross was $3,000, which was well ahead of "The Egg and I" opening day at the Grand. Gross for the first week is expected to reach $20,000.

In 20 similar Thanksgiving weekend openings, U-I reports record or near-record business, surpassing either that of "Egg" or "Sword in the Desert."

Personal Mention

RICHARD J. WALSH, IATSE International president, returned to New York yesterday from New Orleans.

•

CHARLES SKOURAS, National Theatres president; ELMER C. RHODEN, Fox Midwest president; and FRANK H. RICKETSON, Fox Intermountain president, are scheduled to return here by plane from Europe on Dec. 10.

•

JOSEPH M. CONLON, business agent of IATSE Motion Picture Home Office Employes Local No. H-63, was confined to his home yesterday with a back injury.

•

JOE WEIL, industry publicist, will leave here today by plane for the Coast.

•

HENRY KING, 20th Century-Fox director, will arrive here today from the Coast.

•

ETHEL COLBY will resume her position as motion picture critic of the *Journal of Commerce* on Thursday.

•

WILLIAM HEINEMAN, Eagle-Lion sales vice-president, left here yesterday for the Coast.

WALTER BIBO, president of Excelsior Pictures, has returned to New York from a four-week trip to England and the Continent.

•

WALTER J. KENNEDY, formerly general manager of Sovereign Film Distributors, Toronto, has joined Empire-Universal-Films there as exploitation manager.

•

JAMES R. GRAINGER, Republic distribution vice-president, returned here yesterday from a three-week trip to New Orleans, Dallas, Los Angeles, San Francisco and Washington.

•

IRVING STERN has been appointed assistant to FRANK VAUGHAN, recently appointed Canadian Monogram general sales manager, at Toronto.

•

FRED MEYERS, Universal-International Eastern sales manager, is in Boston this week from New York.

•

GEORGE DEGNON has resigned as publicity manager of RKO Distributing Corp. at Toronto.

•

RUSSELL HOLMAN, Paramount Eastern production head, has returned here from Europe.

TOA Units on Tax

(*Continued from page* 1)

Owners Association, members of which are laboring under the handicap of a 20 per cent Federal and 10 per cent state admission tax, have inaugurated a campaign for tax relief, Sullivan said. Every theatre in Mississippi during December will run a trailer offering $1,500 in prizes to the persons who write the best letters on the subject, "Should I Pay 15 Times as Much Sales Tax on My Movie Tickets as I Pay on Most Other Purchases?"

Dale H. Danielson, president of the Kansas-Missouri Theatre Association, informed Sullivan that a meeting between exhibitors from both Kansas and Missouri and the Congressional delegation from those states will be held early in December. Members of Allied in those states have agreed to join, and an early acceptance also is expected from a distributors' group which has been invited to a conference at which the theatre men will be given an opportunity to meet their representatives in Congress, and Congressmen may become acquainted with some of the problems confronting exhibitors, said Sullivan. Each Congressman will be invited by a leading exhibitor or exhibitors within his own district.

Sam B. Kirby, president of the Independent Theatre Owners of Arkansas, a TOA affiliate, also has informed Sullivan that a series of regional meetings in the seven Congressional districts of Arkansas has been arranged for the first two weeks of December.

Three for Thirty Cents

ST. PAUL, Nov. 28.—Lyceum Theatre here has inaugurated a policy of triple features. Prices are 30 cents to five P.M. and 35 cents thereafter.

Wanda Hale Elected Head of N. Y. Critics

Wanda Hale of the *New York Daily News* yesterday was elected chairman of the New York Film Critics, succeeding Thomas Pryor of the *New York Times*. Howard Barnes, critic of the *Herald-Tribune*, was elected vice-chairman, thereby becoming automatically in line for the chairmanship next year. Alton Cook of the *World-Telegram*, was named secretary.

On Dec. 27, the group will vote its awards for the year, once again casting ballots for the best English-language film, foreign-language film, director, actor and actress.

Allied of Illinois to Observe Anniversary

CHICAGO, Nov. 28.—Allied Theatres of Illinois has reserved the Chez Paree on Dec. 19 to celebrate the seventh anniversary of its buying and booking organization. Over 600 industry members and other localites are expected to attend the occasion, which also marks a birthday for Jack Kirsch, Illinois Allied president.

Kane, Berger to ITO

MINNEAPOLIS, Nov. 28. — North Central Allied president Ben Berger and executive counsel Stan Kane will attend the annual convention of the Independent Theatre Owners of Wisconsin, to be held at the Schroeder Hotel, Milwaukee, Dec. 1-2; it is assumed Berger will talk on percentages in small towns and the industry "PR" plan. Berger will also attend the Gulf States Allied exhibitor convention at New Orleans on Dec. 6-7, and will leave by auto for the Coast with Mrs. Berger on Dec. 17.

Ohio Drive-In Unit Appoints Members To Six Committees

COLUMBUS, O., Nov. 28.—Members of six committees of the Ohio Drive-In Theatre Association have been appointed by Frank Nolan, Athens, president. These members, plus officers and members of the board, will hold a regularly-scheduled quarterly meeting at the Variety Club here on Tuesday, Dec. 6, with luncheon being served.

Members of the committees are: Daylight savings: J. D. Dempsey, Toledo, chairman; Jack Armstrong, Bowling Green, and Horace Shock, Lima; activities: Thomas Wasson, Zanesville, chairman; Ken Veach, New Philadelphia, and Barton Book, Chillicothe; insurance: Paul Swinger, Dayton, chairman; J. B. Steadman, Marietta, and J. D. Dempsey, Toledo; taxation: Ethel Miles, Columbus, chairman; Frank Yassenoff, Columbus, and C. I. Snook, Akron; technical: Carlos Crum, chairman, Lancaster; Al Boudouris, Toledo, and Charles Mosser, Fremont; traffic and highways; Milton Yassenoff, Columbus, chairman; George Kaler, Delaware, and F. E. Price, Newark.

Leonard Shea Named FC Branch Manager

MEMPHIS, Nov. 28.—R. M. (Buster) Hammond has resigned as branch manager of Film Classics in Memphis and has been replaced by Leonard Shea, formerly of Eagle-Lion.

25-Cent Warner Dividend

At a meeting of the board of directors of Warner Brothers Pictures, held here yesterday, a dividend of 25 cents per share was declared, payable on Jan. 5.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
RHONDA FLEMING in
"The Great Lover"
IN PERSON
CLAUDE THORNHILL and his Orchestra
NANCY CLAYTON · RUSS McINTYRE
RED BUTTONS
THE ACROMANIACS
Extra
SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

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Heart Attack Fatal To Harry N. Blair, 47

Funeral services for Harry N. Blair, 47, treasurer of the Associated Motion Picture Advertisers and RKO Radio home office trade press liaison, will be held Thursday at 11 A.M. at the Joseph E. Andrews Funeral Home, 143 East 29th St., Manhattan, with private interment later in Philadelphia. Industry representatives will attend services tomorrow night from 8 to 10 P.M., at the funeral home.

Blair died suddenly of a heart attack at his home here on Saturday.

He was born in Philadelphia and entered the industry as manager of a Paoli, Pa., theatre. He reviewed films for the *Philadelphia Daily News* and *Evening Ledger,* and then joined the publicity department of Fox, later going to Pathe and Columbia. Leaving this work, he became Eastern studio representative of *The Film Daily.*

Blair next became vice-president of Regent Pictures, then Eastern editor of Associated Publications, reporter for the *Hollywood Reporter,* secretary and public relations chairman for the AMPA, before becoming treasurer. He next authored short subjects and a play, "It's the Indian in Me," which was produced; was research technician with the OSS during World War II, then business manager of the *Film Bulletin* here, handled publicity for several celebrities in Hollywood, became publicity manager for PRC in 1944 on the Coast, and in 1945 he returned to New York.

Surviving are five sisters, the Mrs. Elizabeth Clemens, Mrs. Joan Dalbey, Mrs. John C. Bradley and Miss Edith M. Blair, all of California; and Mrs. John Bonesteel of Glenside, Pa., and two brothers, Edwin P. Blair of Bala Cynwyd, and Col. George Blair (USA, Ret.), of Drexel Hill, both Pennsylvania.

Tom Walls, 66, Actor, Producer, Director

LONDON, Nov. 28.—Tom Walls, 66, film and stage actor who produced and directed his own pictures and whose varied career included riding and training his own racehorses, one a winner of the 1932 Derby, died at his home in Surrey today. Among recent pictures in which he appeared are "Spring in Park Lane" and "Maytime in Mayfair."

Actors Guild Benefit

The Catholic Actors Guild's annual dance and entertainment will be held on Friday night on the New York Hotel Astor Roof, the proceeds going to its hospital fund to provide medical and hospital care for ill and needy of the theatrical profession. As a departure from the usual theatrical benefit, the Guild is arranging its program with two orchestras alternating through the evening, and stars of the stage, screen and radio appearing at regular intervals. President Gene Buck and other Guild officers will be on hand to greet the guests and Walter Kiernan, radio star, will "M. C."

Berle to Aid Catholics

BOSTON, Nov. 28.—Milton Berle will make a personal appearance Thursday at the Christopher Columbus Catholic Youth Center's fourth annual jamboree at the Boston Garden. Archbishop Richard J. Cushing will introduce him.

Review

"And Baby Makes Three"

(Columbia) *Hollywood, Nov. 28*

ROBERT YOUNG, Barbara Hale, Robert Hutton, Janis Carter and Billie Burke provide the marquee strength for this Santana Production designed for the merriment of audiences disposed to laugh heartily at horseplay centering around pregnancy, marriage, divorce and related matters. Observers who regard the proceedings as in good taste may be expected to get quite a tickle out of the situations reeled off, while those who string along with the more widely accepted conventions figure to react differently.

The opening sequence sets the tone. It is a wedding scene, and the bride, Miss Hale, faints on the way to the altar, is carried to an ante room, where she is examined by her physician, who tells her she is going to have a baby. This is strung out for all it is worth in shock effect before it is made clear that the wedding ceremony has followed by only three days her Reno divorce from her publisher husband, Robert Young, who is hurriedly summoned and told the news. The wedding is postponed, with the would-be husband, Robert Hutton, still disposed to go through with it, but Young, who is still in love with his divorced wife, attempts to upset his plans by insisting on partial custody of the child-to-be.

For a while the series of comedy situations rides on the circumstance of pregnancy, and then the doctor declares his diagnosis incorrect, but the was-to-have-been mother, now wishing to get her original husband back, conceals the truth and states instead that she is going to have triplets. After that the tale dips into action gags based on her pretended craving for rare victuals, and finally, with Young pursuing her by car across a bumpy terrain, still unaware that she is not pregnant and therefore fearful of the consequences, and into a final agreement that they will re-wed. It closes with her decision not to tell him she is un-pregnant until after they are married. (A second story thread has the divorced husband engaging himself to the woman named, falsely as it happens, as the co-respondent in the divorce action).

Robert Lord produced the picture and Henry Levin directed it from a story and screenplay by Lou Breslow and Joseph Hoffman.

Running time, 84 minutes. Adult audience classification. Release date, not set.

WILLIAM R. WEAVER

U-I Field Meetings On Three Premieres

Universal-International publicity-exploitation executives will meet with theatre executives in St. Louis, Dallas and New Orleans this week to set world premiere plans for "South Sea Sinner," "The Kid from Texas," and "Francis."

Charles Simonelli, in charge of exploitation, will arrive in St. Louis today from New York to be joined by Al Horwits, studio publicity director, and Ben Katz, Midwest exploitation representative for conferences with Harry Arthur on plans for "South Sea Sinner." Simonelli and Horwits will go to Dallas on Thursday for meetings with Interstate Circuit executives Robert O'Donnell and Frank Starz to plan "The Kid from Texas." In New Orleans on Friday and Saturday, Simonelli and Horwits will meet with RKO Theatres representatives John Dostal, city manager, and Irving Paley, publicity representative on plans for "Francis."

MPIC Coast Meet On 'P.R.' Tomorrow

HOLLYWOOD, Nov. 28.—The Motion Picture Industry Council will meet here Wednesday evening to discuss and decide upon proposals to be presented to the all-industry public relations conference in Chicago, Dec. 12-13. Co-chairman Roy Brewer and executive secretary Art Arthur will represent the MPIC at Chicago.

In addition to MPIC members reporting their observations and views Wednesday night, Henry Wilcoxon, who recently toured major cities for Paramount, will talk on the attitude toward pictures manifested by educators, clergy, civic and social groups which he contacted.

Paul Ross with E-L

Paul Ross, industry publicist, has joined the press-book department of Eagle-Lion.

Promotion Plans for 'Prince' Benefit

Plans for a parade of Army, Navy and Metropolitan hospital nurses to precede the benefit performance of "Prince of Foxes" for the United Hospital Fund on the night of Dec. 22, were first announced here yesterday by the committee in charge of arrangements.

The nurses will lead a line from Times Square to the Roxy Theatre where radio and television coverage will herald the premiere of the 20th Century-Fox production.

Press Club to See 'Prince'

Four hundred members of the Overseas Press Club will be the guests of 20th Century-Fox tonight and Dec. 7, at two special screenings of "Prince of Foxes."

Among the prominent members of the organization attending the showings will be Johannes Steel, Eugene Lyons and Dorothy Thompson.

Will Yolen to Head Laurel's Publicity

Yolen, Ross and Salzman have been named to handle publicity and public relations for Laurel Films, Inc., which has scheduled five features to be made in New York in 1950, it was announced by Rex Carleton, president. The publicity staff will be headed by Will Yolen, former promotion manager and special events director of Warner Brothers.

Laurel has just completed "Guilty Bystander," starring Zachary Scott and Faye Emerson.

Newsmen to Honor Stars

HOLLYWOOD, Nov. 28.—Ronald Reagan and Patricia Neal, recently returned from England where they starred in "The Hasty Heart," have been invited by the Hollywood Foreign Correspondent Association, to be honor guests at the group's celebrity interview luncheon on Thursday.

Geiger Hits Nationalization

Nationalization of the film industry in England "would be a terrible thing," in the view of Rod E. Geiger. Geiger, who co-produced such Italian-made films as "Paison" and "Open City," has just returned here from London where he completed his latest, "Give Us This Day," based on the novel, "Christ in Concrete," by Pietro Di Donato.

Explaining his position, the American-born producer said that "it is no secret that the most important pictures are made by independents and nationalization of films in England would hamper the creative efforts of this handful of producers who are trying to give the world audiences the kind of adult entertainment they are looking for." He said that "Give Us This Day" was made possible "through the offices of The Film Finance Corp.," the government agency which underwrote the guarantee of Rank's Film Distributors.

"This is the kind of agency which should be encouraged in England, purely in terms of financing rather than full control of producers," he said. Geiger commented that the union which recently advocated nationalization "is more concerned with power politics than the welfare of the industry."

Geiger said the principal reason for making "Give Us This Day" in England instead of here was economy. He estimated that over there the cost was $235,000, plus 150,000 pounds, whereas here it would have been about $1,300,000. The film will be distributed here by Eagle-Lion and in England by Rank. Geiger asserted that the American premiere at the Rialto Theatre here is being hastened in order that the picture may qualify for an Academy award.

On the future production agenda of Geiger are "Good Yeoman," to be made in the U.S. or England, plus another film which he says "will be a saga of American democracy from Valley Forge to the present."

Ten Companies Sued

(*Continued from page* 1)

to get a feature for first run since they acquired their theatre in April, 1935. All films, they claim, go to two Warner theatres, the Columbia and Liberty, while their house "has been relegated to second and even later runs."

They charged that the defendants have been operating "a nationwide conspiracy" against independent houses.

Those named as defendants are Warner Brothers Pictures, Warner Distributing Corp., Warner Circuit Management Corp., Stanley Co. of America, Loew's, Paramount, RKO, 20th Century-Fox, United Artists and Film Classics.

Braden Engaged to Tour for 'Samson'

Frank W. Braden, chief advance agent for the Ringling Brother, Barnum and Bailey Circus, has been engaged to tour key cities in behalf of Cecil B. DeMille's "Samson and Delilah," Paramount has announced.

Braden will begin an advance publicity planting tour following the completion of DeMille's 42 newspaper interviews scheduled for this week.

Wonderful to open during the Holidays

A Paramount Christmas

"The Great Lover"

BOB HOPE and RHONDA FLEMING in "THE GREAT LOVER" with Roland Young • Raland Culver • Richard Lyan • Gary Gray • Produced by Edmund Belain • Directed by Alexander Hall • Written by Edmund Belain, Melville Shavelson and Jack Rose.

A Paramount Christmas

"Chicago Deadline"

ALAN LADD and DONNA REED in "CHICAGO DEADLINE" with June Hovac Irene Hervey • Arthur Kennedy • Produced by Robert Fellows • Directed by Lewis Allen • Screenplay by Warren Duff • Bosed on a Story by Tiffany Thayer.

OLIVIA DE HAVILLAND • MONTGOMERY CLIFT • RALPH RICHARDSON in William Wyler's "THE HEIRESS" with Miriam Hopkins • Mana Freemon • Vanessa Brown Selena Royle • Produced ond Directed by William Wyler • Screenplay by Ruth and Augustus Goetz • Bosed upon their stoge-play.

A Paramount Christmas

WILLIAM WYLER'S "The Heiress"

Shop No Further! THIS

Paramount Pictures

A Paramount Christmas

"My Friend Irma"

A Hal Wallis Production

"MY FRIEND IRMA" • A Hal Wallis Production starring JOHN LUND DIANA LYNN • JOHN DeFORE with MARIE WILSON as Irma and Introducing DEAN MARTIN and JERRY LEWIS • Directed by George Marshall Screenplay by Cy Howard and Parke Levy • Based upan the CBS radio program "My Friend Irma" created by Cy Haward.

A Paramount Christmas

"Top O' the Morning"

BING CROSBY • ANN BLYTH • BARRY FITZGERALD • HUME CRONYN in "TOP O' THE MORNING" • Produced by Robert L. Welch • Directed by David Miller • Written by Edmund Belain and Richord Breen • Lyrics by Johnny Burke • Music by James Von Heusen.

A Paramount Christmas

"Rope of Sand"

A Hal Wallis Production

BURT LANCASTER • PAUL HENREID • CLAUDE RAINS • PETER LORRE in A Hal Wallis Production "ROPE OF SAND" with Sam Jaffe and Introducing Corinne Calvert • Directed by William Dieterle • Story and Screenplay by Walter Daniger • Additianal Dialague by Jahn Paxton.

A Paramount Christmas

"HOLIDAY INN"

(A Repeat Treat)

The "WHITE CHRISTMAS" Picture

IRVING BERLIN'S "HOLIDAY INN" starring BING CROSBY and FRED ASTAIRE with Marjorie Reynolds • Virginia Dale • Walter Abel • A Mark Sondrich Production • Lyrics and Music by Irving Berlin • Screen Ploy by Claude Binyon • Adaptotion by Elmer Rice.

A Paramount Christmas

"SONG OF Surrender"

ANDA HENDRIX • CLAUDE RAINS • MACDONALD CAREY in ONG OF SURRENDER" with Andrea King • A Mitchell Leisen Production oduced by Richard Maibaum • Directed by Mitchell Leisen • Screen-play by Richard Maibaum.

A Paramount Christmas

"THE LADY EVE"

(A Repeat Treat)

BARBARA STANWYCK and HENRY FONDA in "THE LADY EVE" with Charles Coburn • William Demorest • Eugene Pollette • Mortho O'Driscoll • Eric Blare • Written and Directed by Preston Sturges Screen Ploy Based on a Stary by Monckton Hoffe.

What Your Boxoffice Wants For Christmas!

FEDERATION NEEDS A BOXOFFICE

Get in line, brother! We're building a Box Office for Federation! A Box Office where you can buy rest for the aged, aid for the needy, health for the ill! Where your contribution buys YOU a round-trip ticket to HAPPINESS! That *good* feeling that comes from GIVING to your fellow man. Giving . . . NOT until it hurts . . . but until it HELPS . . . those who *need* help so badly!

The entire Amusement Industry is in on *this* one! Motion Pictures, Legitimate Theatres, Vendors, Laboratories, Artists, Agents . . . yes, right on down the line, from President to Office Boy, every man and woman who takes home a salary each week, will GIVE to the building of a Better Community!

The need is *greater* this year, than ever before . . . for the maintenance of what we HAVE . . . and the BUILDING of what we NEED! Just $1,200,000 out of Federation's $50,500,000 requirements! That's not *much* from the people in SHOW BUSINESS . . . the people who know *how* to create SRO at *any* Box Office!

When *you* are approached . . . GIVE, brother . . . GIVE!

This **Show must go on... *too!***

***Our Share is* $1,200,000**

AMUSEMENT DIVISION – *George F. Dembow,* **Chairman**

FEDERATION OF JEWISH PHILANTHROPIES OF NEW YORK

116 hospitals, medical and social service agencies serving 480,000 New Yorkers

'Jolson' Issue Hits Chicago

CHICAGO, Nov. 28.—Columbia is withholding the subsequent-run release of "Jolson Sings Again" until after Jan. 1. No negotiations have been made thus far to outlying theatres. Illinois Allied's Jack Kirsch states that regardless of terms offered, Allied theatres here will not increase admissions. Columbia, according to branch manager Ben Lourie, will ask the same rental terms here.

In addition to the Woods Theatre's nine-week run, which grossed $230,000, the film has played the Fox, Aurora; Orpheum, Joliet; Academy, Waukegan; Crocker, Elgin; Paramount, Kankakee; Plumb, Streator; Midway, Rockford (all Great States), and the Times, Danville, and Avon, Decatur (Gus Constan independents).

Great States increased admissions to 85 cents; Constan increased to 75 cents. Extended runs not exceeding two weeks prevailed in all houses.

Again Urges Tax Action

WASHINGTON, Nov. 28 — Sen. Wiley, Wisconsin Republican, has renewed his demands for action next year to reduce the admission and other excise taxes.

Fly to fun and relaxation on a
TWA
Quickie Vacation

in the Southwest Sun Country

You're only hours away, by TWA, from "Q. V." fun in Southern California or Arizona. Save on TWA Family Fares. Call your travel agent or TWA.

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'Jolson' Row

(*Continued from page 1*)

TOA's "Jolson" fight to Columbia's legal department, declared yesterday that the organization has not received evidence "of a single exhibitor who has shown the picture at regular admission prices." Under the circumstances, he added, "TOA had no alternative but to turn to the Department of Justice and to place the problem in its hands since it is that Department's responsibility to take whatever action seems warranted, after a full investigation."

Despite the fact that Columbia has denied that it was in the past or is at present a factor in setting advanced admission prices, TOA's position was and continues to be that Columbia "has been violating the law by being a party to determining advanced minimum admission prices, not only directly by making it a condition of licensing, but indirectly by making its rental demands so high as to require the exhibitor to advance his minimum admission prices. The only alternative for most exhibitors," TOA holds, "would be to run the picture without profit."

Levy said further that the full membership of the TOA had been contacted and requested to send to TOA national headquarters all evidence and data pertaining to the alleged violations of Columbia along the lines discussed with the Attorney-General. All of this information, Levy added, will be documented and forwarded to Department officials.

UA Theatre Circuit

(*Continued from page 1*)

United Artists is spending over $300,000 to completely redecorate and redesign both.

On Friday, in Pomona, Cal., United Artists Theatre Circuit, similarly will launch the new United Artists Theatre, formerly the California, with a benefit premiere.

Other theatres which the circuit will later operate and manage are: United Artists in Berkeley, and Capitol in Glendale, United Artists in Inglewood, Long Beach and downtown Los Angeles, Four Star in Los Angeles, United Artists in East Los Angeles, Pasadena and Pomona, Alhambra in Sacramento, Varsity in Palo Alto, California in Richmond and the Mission in San Jose.

U. S. Film Salesmen

(*Continued from page 1*)

was raised from $70 to $75 a week for those who have served at least one year as a film salesman.

As Hill reported that the companies had approved the terms of the new agreement, word came from Kansas City that the 120 delegates representing 32 lodges of the salesmen's union, which met there in convention Saturday and Sunday, also had ratified the pacts. In addition to the increase, the terms extend the expiration date of the present two-year pacts from Oct. 16, 1950 to April 15, 1951. The pacts were subject to renegotiation at this time on wages and/or expenses. Hill said no increase in salesmen's expenses was granted.

The new terms, according to Colosseum attorney David Beznor when he was interviewed in Kansas City, provide for safeguards to eliminate loss to salesmen when car ownership policies are changed by the companies, and establish "improvement in employment conditions."

Johnston Tells Arnall About Wilson Talks

Washington, Nov. 28.—Ellis Arnall, head of the Society of Independent Motion Picture Producers, visited Motion Picture Association of America president Eric Johnston today and received a report on last week's talks with Harold Wilson, president of the British Board of Trade.

Arnall also conferred with Assistant Attorney-General Herbert A. Bergson concerning SIMMP's protest on tactics of Fox West Coast Theatres.

Hit US Charges

(*Continued from page 1*)

mate divorcement, but say nothing of their intentions regarding possible appeals of the divorcement decision itself. The government previously had asked the court to order a period of 18 months as time enough for the companies to reorganize.

The companies admit that their theatre holdings "played a vital part in effecting violations of the Sherman Anti-Trust Act" but say this is so because of "the absence of competitive bidding."

The hearing on the decree to be entered is set for Dec. 6.

U.A. Offices Abroad

(*Continued from page 1*)

executive vice-president, and a few assistants.

Presumably on order from president Gradwell Sears, a statement from the company on the Friday meeting was not issued, although several new distribution deals with independent producers here reportedly were approved. These were said to cover about 15 new films to be released within the next two to three years.

UA has its own offices in 22 foreign countries. It now leases distribution rights for limited periods on flat and percentage deals to outside agencies in Holland, Egypt, India, Italy, Israel, Portugal, Norway, Iraq, Finland, Mexico and Lebanon. Additionally, the company deals with sub-agencies in a number of Latin American countries where UA exercises supervision of sales.

Foreign Costs Severe

Although domestic distribution operations have been in the black for the past nine months, foreign department losses have put a rather severe dent in the overall profits, it is reported, thus calling for a remedy of drastic nature.

Trading restrictions abroad are at an all-time high and the recent devaluations of foreign currencies added that much more to the deficit operations.

Kelly recently completed an eight-week tour of England and the Continent during which several new personnel changes were made. Among them was the resignation of Michael Green as sales supervisor for Continental Europe. A successor to Green was not announced.

Kelly has scheduled a press conference for today at the home office where some elaboration on the proposal for dropping the foreign offices is expected.

U-I gives you
BAGDAD
color by Technicolor
for that wonderful holiday cheer.

World premiered at the Grand Theatre, Chicago, during Thanksgiving Week, "Bagdad" will top business of any U-I picture since record-breaking "EGG AND I".

★

UNIVERSAL-INTERNATIONAL presents
MAUREEN O'HARA · PAUL CHRISTIAN · VINCENT PRICE
in "BAGDAD"
COLOR BY TECHNICOLOR

ROSALIND RUSSELL RETURNS TO COMEDY... with a BANG!

COLUMBIA PICTURES presents

Rosalind RUSSELL
Robert CUMMINGS
in
Tell It To The Judge

with GIG YOUNG · MARIE McDONALD · Harry Davenport · Fay Baker · Katharine Warren

Screen Play by Nat Perrin · Directed by NORMAN FOSTER · Produced by BUDDY ADLER

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 104 NEW YORK, U. S. A., WEDNESDAY, NOVEMBER 30, 1949 TEN CENTS

Early D. of J. 'Jolson' Move Held Unlikely

See Delay Pending Final Paramount Case Decree

WASHINGTON, Nov. 29. — The Justice Department is not likely to take any early action on the Theatre Owners of America's complaints against Columbia sales practices in connection with "Jolson Sings Again," industry attorneys here believe.

It is understood in industry circles that the Department feels that until there is a final decree in the Paramount case, there is no legal action that the government could take against Columbia—assuming the government decided Columbia had violated the law. Naturally, no such determination has been made yet.

Observers believe that the government will continue to "study" the TOA protest for quite some time, and that all queries will be met—as they were met today—with the statement that the protest is "under advisement."

No protests from other organizations on the Jolson film have reached the Department yet, a spokesman said.

'3rd Circuit' Deal Scoring for 'U-I'

Booking of "Christopher Columbus" and "Abbott and Costello Meet the Killer" on an equal-billing basis in 24 Skouras houses here last week and about 75 other independent houses through next month is "sure" to provide Universal-International with more revenue than flat rental deals initially with either RKO or Loew's,

(*Continued on page 6*)

AMPA Dissolution Conference Friday

Directors and trustees of the Associated Motion Picture Advertisers will meet here Friday to confer on proposals advanced in connection with the organization's future operations. Some proposals have been that the AMPA should dissolve and the membership join New York Variety Tent No. 35 en masse.

AMPA president Max E. Youngstein will preside at Friday's meeting.

Old German Films Compete with U. S. In Germany: Kelly

Arthur W. Kelly, executive vice-president of United Artists, yesterday reported a "movement afoot" in Germany to offset the abundance of American films in that country with a flow of native-made reissues, including a large number of pictures which were made under the Nazi regime and subsequently banned by Allied authorities.

Arthur W. Kelly

Kelly indicated that when these are actually released the U. S. Government may offer objections of official nature.

Kelly said that new German pro-

(*Continued on page 7*)

Yates Tells the Marines About 'Jima'

Seven hundred units of the U. S. Marine Corps throughout the country have been authorized to give full cooperation to Republic and to exhibitors on the promotion of "Sands of Iwo Jima," following a meeting held yesterday in Washington at which Herbert J. Yates, Republic president,

(*Continued on page 6*)

Confirms U.A. Sets New Release Deals

Hollywood, Nov. 29. — A spokesman for United Artists today confirmed that the company as approved new distribution deals with independent producers here. They include pacts with Harry Sherman to release four films annually for the next five years, and with the Nassour Brothers to handle two annually for the next three years.

Hearing Held Off to Jan. 17

The divorcement decree against Warners, Loew's and 20th Century-Fox is now seen as being pushed back to the spring of next year as a result of a new postponement of the U.S. District Court hearing in the case to Jan. 17.

Originally scheduled for about Nov. 1, then put off to Dec. 6, the hearing has now been set back to the January date because Federal Judge Henry W. Goddard is now presiding over the Alger Hiss perjury trial and this is likely to take considerably more time, Judge Goddard also being on the bench in the film case, along with Federal Judges Augustus N. Hand and Alfred C. Coxe.

Attorneys here say they figure that a specific divorcement order will be handed down about two months after the hearing.

Pine-Thomas to Question 160 Exhibitors for Ideas

William H. Pine and William C. Thomas, Paramount producing team, will begin here today a three-week tour of 16 U. S. cities to secure the advice and judgment of exhibitors for use in the making of new films. Interviewed at the Paramount home office yesterday, the producers said they expect to confer with at least 160 showmen during the tour from New York to Montreal, Toronto, New Haven, Albany, Indianapolis, Cincinnati, Chicago, Washington, Charlotte, New Orleans, Memphis, Omaha, Denver, Portland and Seattle.

Pointing out that this will be their third such tour in as many years, Pine and Thomas said: "Listening

(*Continued on page 7*)

Next Colosseum Talk To Include UA, E-L

MILWAUKEE, Nov. 29.—Having closed new union contract agreements with nine distributors, the Colosseum of Motion Picture Salesmen of America will seek next to secure pact revisions from Eagle-Lion and United Artists, Colosseum attorney David Beznor indicated here following his return from Kansas City where the nine pacts were ratified by the annual convention of the salesmen's union.

UA and E-L employ about 200 salesmen. The Colosseum won a $10-per-week pay raise for salesmen under the pacts approved at Kansas City.

Bidding Boom Due at Year's End in Chicago

Expect New Para. Plan To Set Bidding Zones

CHICAGO, Nov. 29.—Competitive bidding, already in wide use here, is expected to be on the increase pending the effective separation on Jan. 1 of Paramount from Balaban and Katz under the reorganization plan of the consent decree. Paramount will shortly have ready a complete new selling plan for the Chicago territory. The plan, text of which company officials have declined to reveal, has been under formulation for some weeks. It is anticipated by industry observers that the plan will of necessity embrace a bidding zoning plan possibly similar to that used by M-G-M, RKO, 20th Century-Fox and United Artists.

Industry members further anticipate a flurry in selling conditions when Paramount separates, with its entry into a wide-open selling market here expected to bring other companies into more extensive bidding.

Whitaker Resigns as RKO Vice-President

John M. Whitaker, vice-president of Radio-Keith-Orpheum, yesterday submitted his resignation to the company's board, which accepted it. Resignation is effective immediately.

Whitaker, a vice-president since 1944 and previously a board member for three years, functioned prior to his resignation as supervisor of ad-

(*Continued on page 6*)

Ascap Extends Video Music Term 10 Days

American Society of Composers, Authors and Publishers has extended to Dec. 10 the agreement by which its music may be used on television without payment. The last extension period was to have expired today.

Ascap and television broadcasters reached an agreement recently on royalties for blanket use of its music on video. Current negotiations are being conducted on rates for a per program basis.

Personal Mention

HUGH OWEN, Paramount Eastern and Southern division manager, returned to New York yesterday from a tour of all Paramount branches in the South.

•

JOHN DAVIS, J. Arthur Rank Organization managing director, will be in New York on Saturday from London, en route to Toronto for a week's stay, and will then return here for several days.

•

GEORGE WELTNER, Paramount International president, and MRS. WELTNER; and GERALDINE BROOKS, actress, were among the passengers arriving here yesterday from Europe on the *S. S. Mauretania.*

•

PANDRO BERMAN, M-G-M producer, arrived here yesterday from Europe aboard the *S. S. Mauretania,* and will leave for the Coast tomorrow.

•

LAWRENCE WEINGARTEN, M-G-M producer-executive, has returned here from Boston.

•

MERVYN LEROY, M-G-M producer-director, will leave Chicago today for Hollywood.

Balaban and Zukor Entertain the Press

Barney Balaban, president of Paramount Pictures, and Adolph Zukor, chairman of the board, were to be hosts at a breakfast this morning at the Warwick Hotel for 18 members of the New England press who arrived in New York last night to interview Cecil B. DeMille on his "Samson and Delilah."

Those who attended were: Marjorie Adams, *Boston Globe;* Helen Eager, *Boston Traveler;* Prunella Hall, *Boston Post;* Peggy Doyle, *Boston American;* Mary Sullivan, *Sunday Advertiser;* Rudy Elie, *Boston Herald;* Mr. and Mrs. Harley Rudkin, *Springfield Daily News;* Louise Mace, *Springfield Union;* Mr. and Mrs. Viggio Anderson, *Hartford Courant;* Mr. and Mrs. Roger Connolly, *New Haven Register* and representatives of the *New Haven Journal Courier.* Paramount was also represented by Lou Novins, Mort Nathanson and Bob Montgomery.

Beller Becomes an Associate of Waller

Lawrence Beller has joined the film publicity organization of Tom Waller and Associates, as an associate.

Beller recently resigned from 20th Century-Fox, where he was a coordinator on the "Prince of Foxes" campaign. Prior to that he was assistant director of information for the Motion Picture Association of America in New York. Before joining the MPAA, he was with United Artists as Metropolitan newspaper contact.

'Pinky' Opens in London

Darryl F. Zanuck's production of "Pinky" has opened at the Leicester Square Theatre in London, and it "received critical raves considered the finest written for any film during the past two years," 20th Century-Fox reported here yesterday.

Midwest Drive-In Operators Urge National Affiliation

KANSAS CITY, Nov. 29.—Drive-in operators of the Kansas City exchange area meeting at the Muehlebach Hotel here today adopted a resolution recommending that every drive-in theatre owner affiliate with one of the already established theatre organizations, either the Theatre Owners of America or Allied States, in order to be prepared to meet any adverse legislation that might be directed towards outdoor theatres.

The group felt, said a spokesman, that the services were available from the already formed organizations and that a new separate drive-in association was not necessary. The meeting had been arranged for informally, and no organization was formed. Jack Braunagle, manager of Commonwealth's drive-in department, chief mover for the meeting, presided.

Invitations had been sent to owners of the 47 drive-ins of the area, and only eight were not represented. Forty persons were present.

National and area associations had been invited to send representatives or statements of their services for drive-ins. A long telegram was read from James A. Sutton, secretary of the National Association of Drive-in Theatres. O. F. Sullivan, president of the area unit of Allied, spoke for national Allied and its area unit, referring to a national conference that Allied plans to hold in February.

Four representatives of the Kansas-Missouri Theatre Association told of TOA and the area association's plans for service to drive-in owners. They were C. E. Cook, Maryville; R. R. Biechele, Kansas City, Kan.; Homer Strowig, Abilene, Kan., and Elmer Bills, Salisbury, Mo.

Kramer to Re-release Two, on Percentage

Stanley Kramer's "Home of the Brave" and "Champion" will reopen as a double bill in first-run theatres throughout the country in December. Four Los Angeles Music Hall theatres are the first dates set. The pair will reopen in New York at the Bryant Theatre on Broadway on Dec. 14.

All first-run deals for the two will be on percentage.

UA Television Adds Two to Sales Staff

Herb Harris, formerly with NBC in New York, and Mark Scott, in various fields of radio for eight years, have been added to the sales staff of United Artists Television Productions, by John Mitchell, director of television for UA.

Johnston Due Here Today

WASHINGTON, Nov. 29.—MPAA president Eric Johnston is expected in New York tomorrow from Washington for the MPAA-MPEA board meeting on Thursday. He is slated to be in Chicago on Friday.

Realart Sets Its 26th Exchange Deal

Realart Pictures set its 26th exchange deal in the field when it franchised Jerry and Ione Jernigan to operate Realart Pictures of Tennessee, in Memphis. Jernigan had been a Warner Brothers sales representative in the South for 25 years.

Blocked Funds Not In Col. '49 Report

MOTION PICTURE DAILY reported on Nov. 18 that Columbia Pictures had added $1,002,000 to its foreign gross for the fiscal year ended June, 1949, representing gross revenue of subsidiaries operating in foreign countries which have remittance restrictions.

The company states that the amount was included in the gross to conform with SEC regulations but Columbia eliminated any effect thereof from its published profit-and-loss statement for the year.

Because of the misleading implications of the Nov. 18 story MOTION PICTURE DAILY is happy to publish the company's statement.

Government Griffith Brief Is Delayed

WASHINGTON, Nov. 29.—The government's proposed findings and final judgment in the Griffith anti-trust case will not be filed by the Dec. 1 deadline, a Justice Department official said here today.

He explained that the government has run into delays in getting its brief cleared and printed, and that it might be several days before it is forwarded to Oklahoma City. The district attorney at Oklahoma City will either ask the court for a few days delay or get an informal okay from the Griffith attorneys.

Cinema Lodge Award To Actress Mrs. Berg

New York's Cinema Lodge of B'nai B'rith will pay tribute to Mrs. Gertrude Berg, star of "The Goldbergs" television and radio program, for her efforts in promoting interfaith understanding, at the Hotel Astor, Tuesday evening, Dec. 13, Saul E. Rogers, president of the Lodge, has announced.

Ed Sullivan, Broadway columnist, will present the Cinema Lodge's 1949 Interfaith Award to Mrs. Berg before leaders of the television, radio and motion picture industries. Louis A. Novins, Paramount Pictures executive and former counsel for the Anti-Defamation League, will be the key speaker.

F. C. Gets Wilde Film

Film Classics, Inc., has been designated by producer Lazar Wechsler as the distributing company which will release Cornel Wilde's next picture, as yet untitled. The film recently was completed in Switzerland.

Newsreel Parade

CHRISTMAS previews and Stanton Griffis in Argentina are current newsreel highlights. Other items include Bill Robinson services, an air disaster, and sports. Complete contents follow:

MOVIETONE NEWS, No. 96 — Santa Claus parade opens Hollywood's Christmas season. Gen. Montgomery meets U. S. defense chiefs. Henry Morgenthau opens United Jewish Appeal. Stanton Griffis calls on Peron. Broadway pays final tribute to Bill Robinson. Football.

NEWS OF THE DAY, No. 226—Army-Navy football game. Peron welcomes Stanton Griffis. Reunion for Princess Elizabeth with the Duke. Mourning of Bill Robinson. Holiday parades in New York and Hollywood.

PARAMOUNT NEWS, No. 29—Hollywood: Santa Claus holiday season. Stanton Griffis presents credentials to Peron. Vice-president Barkley and his bride vacationing. Princess Elizabeth joins the Duke. Bill Robinson mourned. Army-Navy game.

TELENEWS DIGEST, No. 48-A—Norway: crash kills 28 children. Moscow: Admiral Kirk arrives at the Kremlin. Pakistan: 1,000,000 in mass prayer. Watch fashions. Paris: Polish plane detained in spy charge. Venezuela: river floods. Ezio Pinza's grandson christened in New York. Washington: Margaret Truman holds press conference. Football.

UNIVERSAL NEWS, No. 304—Christmas preview in New York, Philadelphia and Hollywood. President Truman presents plaque to George Marshall. British academy honors West Point. Stanton Griffis in Argentina. Army-Navy football game.

WARNER PATHE NEWS, No. 31—Peron welcomes Stanton Griffis. Parnell Thomas trial opens. People in the news: Princess Elizabeth, David Lilienthal. Santa Claus parades in New York, Philadelphia and Los Angeles. Football.

M-G-M Ends Its 4th Re-release of 'Wind'

"Gone with the Wind," M-G-M, will be withdrawn from general release in this country on Dec. 31, according to an announcement yesterday by William F. Rodgers, sales vice-president. During the year, the picture, in its fourth time around, played approximately 13,500 theatres, the high point for any of its reprints.

There are still a number of bookings outstanding between now and the end of the year, but no dates will be considered after Jan. 1, "under any conditions," said Metro.

Will Reissue 'Eager', 'Blossoms'

M-G-M will again release "Johnny Eager" and "Blossoms in the Dust" as reprints, following a number of test engagements, it was announced here by William F. Rodgers, distribution vice-president. "Johnny Eager" will be made available again starting Dec. 22, and "Blossoms in the Dust" will be ready for Feb. 16.

'Cisco Kid' Producers Merge for TV Series

HOLLYWOOD, Nov. 29.—Under terms of a merger consummated today, Philip N. Krasne, who produces "Cisco Kid" features for the screen, and John Sinn, who produces the "Cisco Kid" radio program, formed a partnership to produce 52 "Cisco Kid" television films per year for the next 10 years. The films will be shot in 16mm. Kodachrome at a cost of $15,000 each.

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THAT'S WHAT THEY CALL IT IN THEATRES PLAYING M·G·M!

"ADAM'S RIB"

It's off to a flying start in all first hilarious engagements. Beats M-G-M's Biggest!

"BATTLEGROUND"

Continues to blast all records at Astor, N. Y.

"INTRUDER IN THE DUST"

Hailed by N.Y. Times "as this year's pre-eminent picture and one of the great dramas of our times."

"THAT FORSYTE WOMAN" *(Technicolor)*

New M-G-M record-holder for first 4 days at Music Hall continues to pack them in!

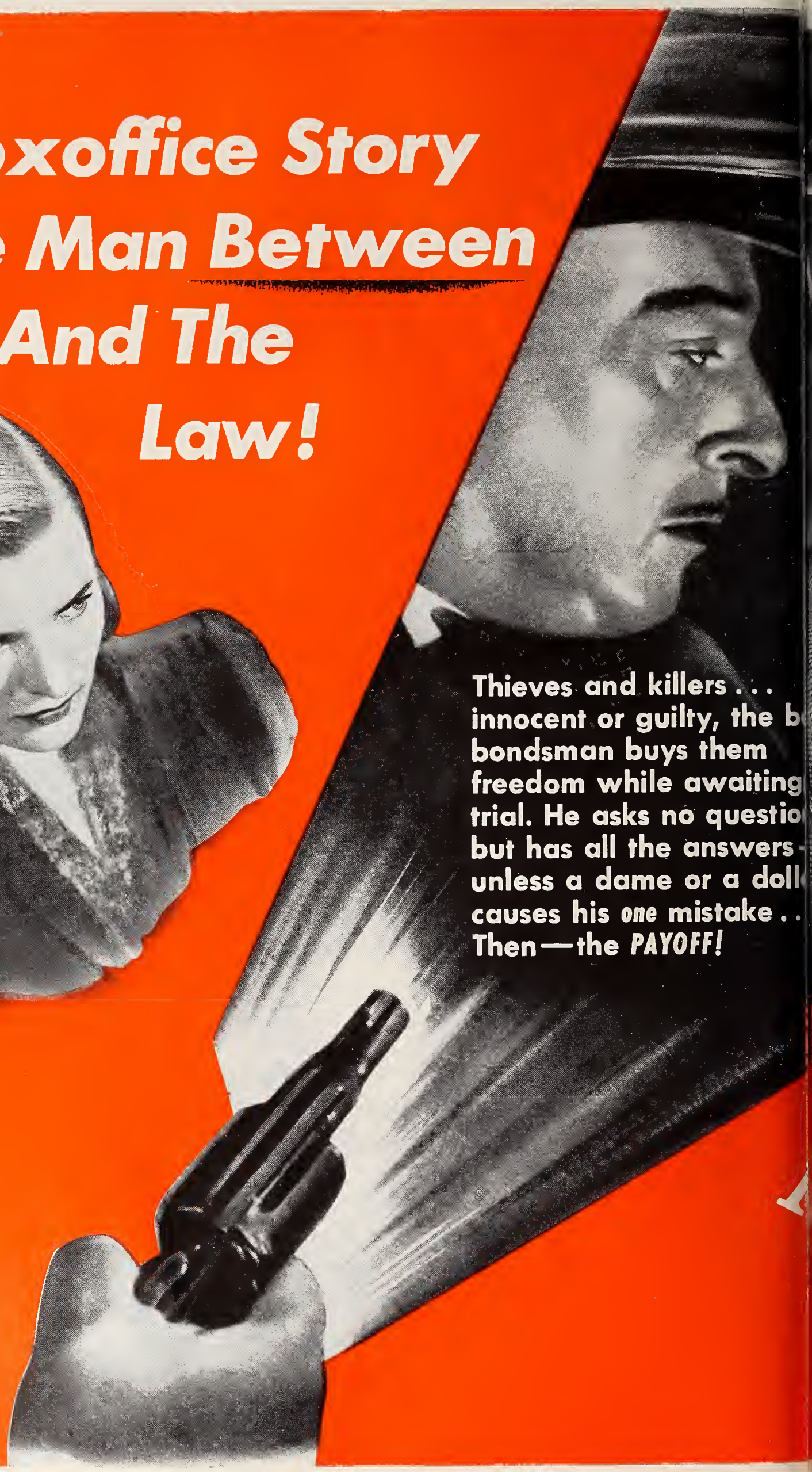
"ON THE TOWN" *(Technicolor)*

Audience Preview in New York neighborhood theatre terrific! Confirms West Coast raves on smash M-G-Musical.

M-G-M NIFTY IN 1950!

"East Side, West Side," "Malaya" and "Please Believe Me" three socko shows for January begin Leo's Parade of Hits. Tell the folks it's a Happy M-G-M New Year!

The Boxoffice Story Of The Man Between Crime And The Law!



Thieves and killers . . . innocent or guilty, the b bondsman buys them freedom while awaiting trial. He asks no questio but has all the answers unless a dame or a doll causes his *one* mistake . . Then—the *PAYOFF!*

RKO
presents

GEORGE RAFT

ELLA RAINES · PAT O'BRIEN

in

DANGEROUS PROFESSION

with

BILL WILLIAMS

RKO RADIO PICTURES

Executive Producer SID ROGELL · Produced by ROBERT SPARKS
Directed by TED TETZLAFF · Written by MARTIN RACKIN and WARREN DUFF

WESTERN UNION

WILLIAM A. SCULLY
UNIVERSAL PICTURES CO., N. Y.

YOU HAVE A SURE-FIRE WINNER IN "BAGDAD" WHICH OPENED OUR BROADWAY THEATRE, PORTLAND, ORE., TUESDAY. "BAGDAD" DOING "CANYON PASSAGE" AND "EGG AND I" BUSINESS WHICH IS RECORD BUSINESS THESE DAYS.

MRS. J. J. PARKER, PRES.
J J PARKER THEATRES

UNIVERSAL INTERNATIONAL presents
MAUREEN O'HARA · PAUL CHRISTIAN · VINCENT PRICE
BAGDAD
COLOR BY TECHNICOLOR!

Income Improves At NY Runs; Berle Film Heads for $69,000

New pictures and good Thanksgiving holiday business improved box-office returns for a number of New York's first runs this week. Cold weather hurt business on Sunday but it picked up again generally on Monday and yesterday. However, some managers are loud in their complaints about the pre-Christmas "off" period.

"Always Leave Them Laughing" is giving the Strand its strongest business in many months, with the income for the first week estimated at $69,000. Desi Arnaz and Diosa Costello top the stage show which included personal appearances by Milton Berle, star of the film, last Wednesday, the opening day.

Good Income at Paramount

"The Great Lover," with Claude Thornhill and Sarah Vaughan on stage, is giving the Paramount a very good income, figured at $82,000 for the first week. The Mayfair's biggest grosser in a long time is "Intruder in the Dust" which should ring up about $29,000 in an initial week. This may not be up to expectations, especially since newspaper reviews teemed with superlatives, but still represents strong business for the house. "Holiday Affair" is likely to give the State about $24,000 in a fairly good first week. "Trapped" is a mild newcomer at the Globe where a first week's income of about $14,000 is apparent.

"Battleground" at the Astor continues as a strictly big money-maker with a huge third week's take of $46,700 estimated. "All the King's Men" at the Victoria is holding up well with about $20,000 looked for in a third week. "The Fallen Idol" is doing superb business at the Sutton where $19,000 is indicated for the second week.

Business picked up some at the Music Hall where "That Forsyte Woman" will complete a third week tonight with a nice take of about $125,000. "On the Town" is next at the Hall, due on Dec. 8. "Pinky" still is doing healthy business at the Rivoli where $16,000 is in view for a ninth week.

Modest Gross at Roxy

"Oh, You Beautiful Doll" with Tony Martin heading the stage bill probably will provide the Roxy with a modest third week's gross of $60,000; it will be replaced on Friday by "Dancing in the Dark." "She Wore a Yellow Ribbon" with Dick Contino's orchestra on stage should give the Capitol about $47,000 in a fairly impressive second week.

"Hamlet" at the Park Avenue still is doing well enough with $6,700 in sight for a 61st week. "Bride for Sale" at the Criterion may reach $7,000 for a final five days (second week), which is slow business; it will be replaced tomorrow by "Story of Molly X."

"The Red Shoes" at the Bijou, almost as strong as ever, is estimated to gross $11,000 for the 58th week, and is now considered as a possible record-breaker for the length of run in a single house. It has about nine more months to go to top the 22-month run of "The Big Parade" at the Astor in 1926. The 1,000th performance of "Shoes" was given last Saturday.

'3rd Circuit' Deal

(*Continued from page* 1)

as had been offered, according to a U-I distribution spokesman.

He said the combination has gone over "very well" in the Skouras openings and, additionally, pointed to the fact that flat deals with either RKO or Loew's Metropolitan circuits would have meant flat deals with subsequent houses.

Earlier this month, United Artists said it was fully satisfied with the results of its experiment with the "third circuit" booking of "Black Magic" and "Great Dan Patch."

Whitaker Resigns

(*Continued from page* 1)

vertising-publicity appropriations and expenditures, a role which the board assigned him.

In 1941, Whitaker joined the RKO board as representative of Floyd Odlum's Atlas Corp. During World War II he worked with Odlum in Washington. He returned to New York in 1944 when he was elected a vice-president of the company.

Jolson 'Greatest' in Variety Patients' Poll

Al Jolson has been named the "World's Greatest Entertainer" by patients at Variety Clubs-Will Rogers Hospital at Saranac Lake, N. Y., in a poll held there recently. The voters, all of whom have been connected with the entertainment world, said Jolson is "the only entertainer able to keep an audience entranced hour after hour by virtue of his voice and incomparable stage presence."

Others named were: Will Rogers, W. C. Fields, George M. Cohan, Eddie Cantor, Bill Robinson, Sir Harry Lauder, Maurice Chevalier, Elsie Janis and Charles Chaplin.

Sells Detroit Building

DETROIT, Nov. 29.—The Film Exchange Building here, owned by the late Walter R. Stebbins, has been sold by the widow, Mrs. Grace Stebbins, to Irving Golden.

Film Leaders Will Aid Scout's Drive

Chairmen of the committees comprising the amusements division in the 1950 Greater New York Councils Boy Scouts of America $2,000,000 campaign met yesterday in the boardroom of 20th Century-Fox. Presiding were Andrew W. Smith, Jr., sales vice-president of 20th-Fox and chairman of the division, and William C. Bates, vice-chairman of the campaign.

Others attending were John Kane, Bernard H. Rosenzweig, Burton Robbins, C. J. Scollard, Leon Bamburger, Harold Rinzler, Lem Jones, John J. O'Connor, Eugene Arnstein, and Russell Downing.

Tells the Marines

(*Continued from page* 1)

and Steve Edwards, director of advertising-publicity, discussed promotion plans with Gen. Clifton B. Cates, Commandant of the Marine Corps.

Yates gave a luncheon in honor of Gen. Cates and his staff at the Willard Hotel, where he presented plans for premieres of the film at San Francisco and San Diego. Widespread promotion will back the San Francisco premiere at the Fox Theatre on Dec. 14, as well as the San Diego premiere at the Fox, State and Loma, on the following day.

Following the luncheon, plans for the premiere in Washington were discussed. The Marine Corps was represented at the luncheon by Maj. Gen. Ray A. Robinson, Brig. Gen. Edwin A. Pollock, Brig. Gen. Clayton C. Jerome, Maj. Gen. Graves E. Erskine, Maj. Gen. Keller E. Rockey, and Gen. Harry Schmidt, retired, who commanded the 5th Amphibious Corps at Iwo Jima.

George Crouch, zone manager of Warner Theatres, and Frank La Falce, director of advertising-publicity, both for Warner Theatres in Washington, also attended the luncheon and the meeting covering plans for the Washington premiere on Jan. 25 at the Warner and Ambassador theatres. Republic branch manager Jake Flax also attended.

Old German Films

(*Continued from page 1*)

duction is not up to pre-war standards because of a lack of money, but this condition may improve under the new government. He said color films are especially popular and that some German production will be made in Agfa color.

Kelly closed a number of distribution deals in the course of his recent eight-week tour of Europe. He said UA has licensed its product to Prisma Films in Germany and has set 10 films for the first year of the agreement. Application for Economic Cooperation Administration guarantees covering expenses and partial royalties already have been made.

May Take German Film

Kelly reported deals are also close to consummation for the release of UA product on license to Union Films in Austria and to Saar Films in the Saar. He said UA may take a German-made film for distribution here if one of outstanding quality can be found. He admitted the possibility of joint production deals involving German and American producers when German marks accumulate.

Although trade reports persist that UA is considering the elimination of its own foreign offices abroad in favor of distribution licensing arrangements with native agencies, Kelly denied a report in MOTION PICTURE DAILY to this effect yesterday. Asked specifically if the company were considering converting to licensees, Kelly said, "not at the moment."

4 to 7 from de Grunwald

As for England, Kelly reported a new deal with British producer Anatole de Grunwald calls for UA's distribution on a world-wide basis of from four to seven films, the first of which is to be delivered by de Grunwald by April, 1950, and the last by January, 1951. He said he expects the deal will provide "some unusual" product for UA and that the films will be budgeted at between $420,000 to $560,000. UA will have a "small" participation in the financing of these.

Kelly said he felt independent American producers must co-produce with British interests in England or perhaps purchase British product with their frozen pounds, or else face the loss of this money.

UA will distribute in foreign territories two Italian productions, these being "Volcano," which was produced by Ferruccio Caramelli in association with William Dieterle, and "Marshes Under the Skies," made by Caramelli alone. The company also "may have another interesting deal" forthcoming calling for the release of three French pictures in foreign territories with options on U. S. distribution.

GLOBE TICKET CO.
YEARS OF SAFETY— ACCURACY— PROTECTION PROMPT SERVICE
154 W. 14TH ST., N.Y.C.
WATKINS 9-1486

Another Country Halts Remittances

Washington, Nov. 29.—Costa Rica has cut off all dollar exchange for film imports, the U. S. Commerce Department reported today. During the past year, there has been a monthly allocation of $7,000, estimated to be about 35 per cent of normal monthly requirements.

First Wilson Group Issues UK Report

LONDON, Nov. 29.—First report of president of the Board of Trade Harold Wilson's various committees inquiring into film industry operations here was issued today. The report is that of the so-called "Working Party," of which Sir George Gater is chairman and which was appointed to examine film production costs.

The 15,000-word document, with elaborate appendices, contains recommendations which now are largely academic because of recent events in the British industry. A typical example is the recommendation that studios make a systematic effort to speed up production, to eliminate expensive retakes and other non-essential refinements, and that producers and unions get together amicably.

Government Offers to Rehear 'Blimp' Case

WASHINGTON, Nov. 29.—The Federal Trade Commission has offered United Artists an opportunity to reargue on Feb. 15 its appeal from a trial examiner's findings that the company was guilty of misrepresentation in advertising "Colonel Blimp." The case was argued some months ago, but the Commission's membership has been shaken up considerably since then, and the case was one of several on which reargument before the newly-constituted Commission was suggested today.

Pine-Thomas

(*Continued from page 1*)

to exhibitors has paid off for us." Pine explained, however, that the pair are not inclined to let exhibitors change the Pine-Thomas thinking completely. "No two sets of exhibitors are in full agreement as to the kind of product that should be made available, but at least we get a good cross-section of opinion," he said.

This year's tour, which will require a day in each city from Dec. 1 through Dec. 16, plus some additional time later, also will be utilized to give advance promotion to their forthcoming release, "Captain China." In January, star John Payne will visit 10 of the cities.

They will make three next year for Paramount release: "Tripoli" will go before the cameras in March, to be followed in June by "High Venture," and in September by "New Guiana Gold." Budgets for each, they said, are in the neighborhood of $1,000,000 to $1,300,000. "Captain China" is scheduled for release in February. This will be followed in April by Pine-Thomas' "Eagle and the Hawk," in Technicolor, with another, "Outrage," to follow later.

A. H. Blank
—Tri-States Theatre Corporation—
says:
"Cecil B. DeMille's
Samson AND Delilah
Color by Technicolor
is DeMille's masterpiece. The story has power, great drama."

IT'S THE Paramount EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH

THEY'VE BOOKED IT!

Samuel Shellabarger's

PRINCE OF FOXES

THE GREATEST HOLIDAY SHOW OF THE AGES!

BOOK IT NOW!

There's No Business Like 20th CENTURY-FOX Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 105 NEW YORK, U.S.A., THURSDAY, DECEMBER 1, 1949 TEN CENTS

Abram Myers Avers:

U. S. Can Act Promptly In Jolson' Tilt

ites Decision; Allied nters Columbia Protest

WASHINGTON, Nov. 30.—Allied neral counsel Abram F. Myers id today that he believed the govnment can act if it wants to ainst Columbia in connection with mplaints citing "Jolson Sings gain" sales policies.

The government can act, Myers said, because the U. S. District Court has made the Supreme Court's mandate and the order its own, and the Supreme Court decision left no open questions as far as trade practices are concerned.

Allied States is protesting to the stice Department Columbia's sales licies on the picture. Similar pro-

(*Continued on page 4*)

lazen Heads MPAA nti-Censor Group

WASHINGTON, Nov. 30.—Joseph azen, president of Wallis-Hazen oductions, has been named head of e Motion Picture Association of nerica delegation on the joint PAA - National Association of oadcasters Committee to Combat nsorship, the MPAA announced re today.

The committee was appointed at e recent meeting here of the boards directors of the two organizations. will hold its first meeting soon.

Head of the NAB delegation is lmore Nunn, of station WLAP, xington, Ky. Other members of the n delegation are Y. Frank Freeun, Theodore Black, Robert Moch-, Charles Einfeld and Sidney hreiber.

uerto Rican Tax laims Clarified

A delegation of major company presentatives returned to New York is week after straightening out re-active tax claims by the Puerto can treasury calling for assessments 100 per cent of their grosses in the and for the past nine years.

Each of 10 companies involved will

(*Continued on page 5*)

TOA Expects 'Jolson' Delay

Herman M. Levy, Theatre Owners of America's general counsel, acknowledged here yesterday that the organization does not expect the Department of Justice to take action on TOA's complaints against Columbia's "Jolson Sings Again" sales policies until a final decree is issued in the industry anti-trust suit.

MOTION PICTURE DAILY reported yesterday from Washington that the Department would delay acting on the complaints pending a final decree.

Levy pointed out that all TOA can do now regarding its dispute with Columbia over Jolson rentals is to wait for the Justice Department to take steps. There will be no attempts by Levy to discuss the matter with Columbia's legal department, the TOA attorney said, pointing out that Columbia's general sales manager, A. Montague's statements denying all charges of price-fixing or responsibility for advanced admission prices for

(*Continued on page 4*)

RKO Costs Managed By Malcolm Smith

Malcolm Smith, vice-president of Hughes Tool Co., yesterday established quarters in the RKO Radio home office, presumably to take over supervision of expenditures for the film company. Such supervision previously was handled by John M. Whitaker, who resigned as Radio-Keith-Orpheum vice-president on Tuesday.

Whether Smith will continue in that capacity here is expected to be determined during the next few days in conferences in Houston, Texas, between RKO Radio president Ned E. Depinet and Howard Hughes, head of Hughes Tool and principal RKO stockholder. Depinet left here yesterday for Texas.

Arbitration Budget Ends; Plan Delayed

Announcement of a new film industry arbitration plan by the American Arbitration Association, due yesterday, has been delayed a day or two with the result that there are now no official sponsors of the system presently in effect. Technically, AAA is liable for its own expenses since the film companies have made no commitments beyond the fiscal year which ended at midnight last night. This would prevail for the interim period until the proposal for a new system is either accepted or rejected by the distribution companies.

Arnall, Wilson Set Informal Meet Here

Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, and Harold Wilson, president of the British Board of Trade, have arranged to meet here when the latter arrives from Washington today, or else they will meet tomorrow.

Asked the purpose of the meeting, Arnall said he has never met Wilson and wants to get acquainted since "we'll be doing business together." Arnall will participate in the re-negotiation of the Anglo-American Film Agreement this winter.

British and other foreign trade matters were taken up at a meeting of the SIMPP distribution committee yesterday, but this amounted only to a general discussion with no proposals made or any specific action taken.

Following the Wilson meeting, Arnall will leave here over the weekend for his home in Atlanta and will go from there to Louisiana and Texas. He will be in Washington for the all-industry public relations conference.

POSTPONEMENT RAISES HOPES OF U. S. FOR A WARNER DECREE

WASHINGTON, Nov. 30.—With additional time for negotiating as a result of the New York District Court's action on Tuesday postponing final Paramount case arguments until Jan. 17, government attorneys here are more than ever hopeful of a consent decree with Warner Brothers.

Justice Department attorneys and Warner lawyers have been holding several conferences here recently working on details of a decree. One was held yesterday, and another may be held before the end of the week. The idea is for the lower staff echelons to put a decree on paper for referral to top officials of both the Department and the film company.

Meanwhile, it was learned that the government, which had decided not to answer the counter-proposals filed with the New York District Court on Monday by Loew's, 20th-Fox and Warner Brothers, now may decide to submit another document, in view of the additional time.

Theatres May Be Closed By Taxation:Rank

Stockholders Told No Profits Possible Now

LONDON, Nov. 30.—J. Arthur Rank told stockholders of his nine motion picture and theatre companies at their annual meetings here today that unless tax relief is granted by the government he is convinced that theatres soon will have to close.

Rank reiterated the claim he made in his annual report recently that the high entertainment tax is the principal reason why his production operations failed in the past year. Without tax relief, he said, it will be impossible to recoup production costs in the markets now available to his films.

The meetings proceeded quietly with virtually no criticism of management voiced. Rank told the share-

(*Continued on page 5*)

U. K. Prospects Up Before MPAA Board

Anglo-American film problems, including remittance prospects for 1950, will be one of the principal topics discussed at today's meeting here of the Motion Picture Association of America board and executive committee, it is understood.

Discussions will focus also on conditions with respect to the so-called "B" pool.

MPAA president Eric A. Johnston, who conferred recently in Washington with U.S. visitor Harold Wilson, president of the British Board of Trade, is expected to deliver at today's meeting a frank and forthright appraisal of Anglo-American motion picture prospects in light of statements made by Wilson at their conference.

Motion Picture Export Association

(*Continued on page 4*)

Cowan Sees 'P. R.' Aid in 'Joe' Plan

Back here from Boston where he set up the "local pattern" which will be followed in 14 other areas for the re-release of his "Story of G. I. Joe" in cooperation with veterans' organizations, producer Lester Cowan said at the Eagle-Lion home office yesterday that he expects reissuance of the

(*Continued on page 5*)

RKO Guarantees 20th's Film Is Funny

For the first time. in the circuit's history, RKO neighborhood theatres here will publicly guarantee the enjoyability of a picture by offering a guest ticket to a future RKO show to those patrons who are honestly able to say they did not enjoy "Everybody Does It," the new 20th Century-Fox comedy which will open Wednesday, Dec. 7, at RKO Manhattan, Bronx and Westchester theatres, and at RKO Brooklyn and Queens theatres on the following Wednesday.

Balaban Sees Video Stimulant to Films

Television is not a threat but a challenge to make better pictures, Barney Balaban, Paramount president, declared here yesterday before a group of New England film critics.

The occasion for the remark was a breakfast held at the Warwick Hotel at which Balaban and Adolph Zukor were hosts to 17 New England newspaper men and women, who are here to interview Cecil B. DeMille and preview his "Samson and Delilah."

In the course of a brief address, Balaban took cognizance of the fact that television is no longer a promise but a reality.

He said, "It will stimulate us to greater effort in the production of superior, more moving films. There is no challenge, by any medium of entertainment, that cannot be met and overcome by the production of good pictures."

Paramount was also represented by Lou Novins, Mort Nathanson and Bob Montgomery.

Ascap Meet Friday With Justice Dept.

An amended decree with the American Society of Composers, Authors and Publishers will be the subject of another meeting of Department of Justice attorneys with copyright lawyers of the film companies here on Friday. Sigmund Timberg, head of the Department's consent decree section, called the session for the purpose of learning about the various means by which the companies are clearing music rights.

Parade Marks Opening

LOS ANGELES, Nov. 30.—A salute by the Armed Forces will precede the invitational premiere of M-G-M's "Battleground" at the new Egyptian Theatre here tomorrow. The first full-scale military dress parade to be held on Hollywood Boulevard since World War II will move from Hollywood and Vine to the theatre, where it will be reviewed by Army, Navy, Marine and Air Force officers. Following the premiere, "Battleground" will begin public showings at the Egyptian and Loew's State.

Personal Mention

JOSEPH HAZEN, president of Hal Wallis Productions, arrived in Hollywood yesterday from New York.

•

CHARLES F. DEESEN, home office assistant to JOHN J. MALONEY, Central sales manager for M-G-M, has left here for Indianapolis to join MALONEY, FRANK HENSLER, field assistant, and FOSTER B. GAUKER, Indianapolis manager.

•

H. M. RICHEY and SAM SHAIN, exhibitor relations heads for M-G-M and 20th Century-Fox, respectively, have left here for Milwaukee to attend the convention of the Independent Theatre Owners of Wisconsin.

•

EDWARD T. CHEYFITZ, special assistant to ERIC JOHNSTON, will address the National Congress of Industry on Dec. 9 at the Waldorf-Astoria here. His subject will be labor relations.

•

GRADWELL L. SEARS, United Artists president, will leave here today for UA's Chicago sales meeting tomorrow and Saturday.

•

RUBY MARKS, secretary to SOL A. SCHWARTZ, RKO Theatres head, will leave here today on a one-week cruise to Bermuda and Nassau.

•

ABBOT A. WEISBORD of M-G-M's advertising and art departments, will leave here over the weekend for a Miami vacation.

RUDY BERGER, M-G-M Southern sales manager, and his field assistant, JOHN S. ALLEN, will arrive here today from Washington and will leave over the weekend for Charlotte, where they will join LEONARD HIRSCH, home office assistant.

•

BUCK STONER, Pittsburgh; HARRY KATZ and PAUL JONES, Atlanta; LEO MILLER, Los Angeles; MEL SCHWARZ and MARVIN ATLAS, Buffalo, and DR. JOHN FITZGERALD and ROBERT MCGRANE, Troy, N. Y., were recent visitors at New York Variety Club Tent No. 35.

•

ALFRED CORWIN, director of information for the New York office of the Motion Picture Association of America, will address the film department of the Dramatic Workshop tonight on the functions of the MPA.

•

WILBUR SNAPER, president of Allied Theatre Owners of New Jersey, and MRS. SNAPER yesterday became the parents of their first child, a girl, born at LeRoy Hospital here.

•

EMERSON YORKE returned here yesterday from a 10-week vacation in South and Central America and the Caribbean with MRS. YORKE.

•

LESTER MILLER, formerly assistant manager at Loew's Ohio Theatre, Columbus, has arrived at San Francisco to assume his new post as assistant manager of Loew's Warfield there.

Meetings to Promote 'Heiress', 'Samson'

DENVER, Nov. 30.—Plans for forthcoming engagements of William Wyler's "The Heiress" and Cecil B. DeMille's "Samson and Delilah" were discussed at a branch sales meeting which terminated here today with George A. Smith, Western division manager, presiding.

The meeting was one of a series of similar sessions to be held throughout the Western division. Smith will conduct a Los Angeles meeting following his return to his headquarters there on Dec. 8.

Consular Corps, 100 Stars at WB Opening

LOS ANGELES, Nov. 30.—Representatives of 30 foreign nations headed by the dean of the Los Angeles consular corps, Chinese Consul-General Dr. Yi-Seng Kisng and the president of the Latin American Consular Association, Chilean Consul-General Juan Pradenas, will attend Warner Brothers' "The Hasty Heart" premiere on Dec. 14 at Warner's Hollywood Theatre. They will join more than 100 film stars at the premiere.

Perceil K. Gartrell, 54

BUFFALO, Nov. 30.—Perceil K. Gartrell, 54, president of the Buffalo Amusement Operators Association, died recently at his home at Sandy Beach, Grand Island, near here.

Hold Services Today For Harry N. Blair

Scores of friends, associates and representatives of the industry paid their respects to Harry N. Blair, film publicist last associated with RKO Radio at the home office here, last evening at the Joseph E. Andrews Funeral Home, New York. Services will be held this morning at 11 A.M. at the same place, followed by interment in Philadelphia.

Present at the services will be his sister, Mrs. Elizabeth Clemens, and his brothers, Edwin P. Blair of Bala Cynwyd, Pa., and Col. George Blair, USA, retired, of Drexel Hill, Pa.

David Rose Plans Bergman Picture

LONDON, Nov. 30.—David Rose, who has just completed "The Witness" with Robert Montgomery here, plans to star Ingrid Bergman in "House of Departure" and bring Charles Vidor here to direct it. Rose announces he will make at least three pictures annually here with Hollywood stars.

Howard E. Herron, 38

HOLLYWOOD, Nov. 30.—Funeral services will be held Saturday morning at Forest Lawn for Howard E. Herron, 38, member of Motion Picture Association of America's legislative department since 1936, who died today at the Good Samaritan Hospital.

Short Subject

"Van Gogh"

(Canton-Weiner Films)

The fateful life of Vincent Van Gogh, as seen through his paintings, has been made into a distinguished subject, the first of a series on great painters which Canton-Weiner Films will release here.

The Van Gogh subject, which was made in Paris, uses the cinema technique of passing in review the canvasses of the artist in chronological order. Thus, with the aid of a perceptive narration, and soothing background music, the unusual story of the artist's life unfolds comprehensively. Although this quality subject is general in appeal, showmen will find it especially appropriate for "art" theatres. Running time, 18 minutes.

'Pinky' Phila. Bow Hits $6,800 Record

PHILADELPHIA, Nov. 30.—Following the pattern laid down in other cities, Darryl F. Zanuck's production of "Pinky" opened at the Fox Theatre here today at 8:30 A.M. to more than 200 people in line, continuing to do record business throughout the day, grossing an estimated $6,800 on the opening, and topping everything to play the house during the year, including "The Snake Pit," "I Was a Male War Bride," "Yellow Sky" and "Mr. Belvedere Goes to College."

On Tuesday night, at an announced preview, the theatre was forced to close the box-office at nine P.M., because of the mobs storming the doors.

King Arrives Here to Prepare For 'Prince of Foxes' Tour

Flying his own plane, from Hollywood, Henry King, director of 20th Century-Fox's "Prince of Foxes" and "Twelve O'Clock High," arrived in New York yesterday after bad weather forced him to land in Washington.

King is here to plan a tour of several cities to meet the press and exhibitors to discuss the two productions, which will be released by 20th Century-Fox in the next few months. The tour's itinerary is currently being set up in New York. During King's stay in New York he will take part in several radio and television shows. He will meet New York press representatives at a luncheon at the 21 Club today.

Taif Heads Mono.-AA Des Moines Branch

DES MOINES, Nov. 30.—George Taif has been appointed Des Moines branch manager for Monogram-Allied Artists by Harold Wirthwein, Western sales manager. Jimmy Rickets, formerly head booker for Paramount in Denver, was named sales representative here by Wirthwein.

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Screen Play by MELVILLE SHAVELSON and JACK ROSE From a Story by MAX SHULMAN and RICHARD MEALAND · Musical Direction by Ray Heindorf
Special Music & Lyrics by Sammy Cahn

Allied Unit on 'Jolson' Terms

DENVER, Nov. 30.—With 19 out of the 20 directors present, and with John Wolfberg, president, in the chair, the quarterly directors' meeting of the Allied Rocky Mountain Independent Theatres lashed out at Columbia for "demanding" increased prices on "Jolson Sings Again," declaring it is in violation of court rulings and is, therefore, illegal.

The meeting was primarily called to listen to reports of the Minneapolis board meeting and convention, and in line with the Allied action, the public relations program was okayed for one year. Plans were started for the 1950 convention of ARMIT, with the location and time left up to the committee. The national Allied board will be invited to hold its spring meeting to coincide with the convention, which may be held either in Colorado Springs or Denver, depending on reservations available.

The convention committee is Elden Menagh, chairman; Walter Ibold and Kenneth Powell.

Myers on 'Jolson'

(*Continued from page* 1)

tests were filed recently with the Department by the Theatre Owners of America.

Allied has been collecting information on the subject for some time, pursuant to a resolution adopted at its Minneapolis convention, and this material "has been or is being" submitted to the government, according to Myers. He would not say whether it has already been delivered to the Department, nor would he comment on details of the protest.

It is understood that Allied, along with other exhibitor organizations, feels that it will be extremely difficult to get actual proof that Columbia has violated the law, but that enough of a case can be established from the fact that all first-run showings have been at advanced prices and very few if any subsequent-run showings have been had, to warrant government action.

Reviews

"The Hasty Heart"

(*Warner Brothers*) *Hollywood, Nov.* 30

EXHIBITORS and audiences seeking a change of film diet are given a most refreshing one in this screening of the Howard Lindsay-Russel Crouse 1945 stage success of the same title, an unique blending of tragedy, humor and sharp characterization which has interest and appeal for all age brackets. Ronald Reagan, Patricia Neal and Richard Todd, the latter a stimulating recruit from the London stage, give excellent performances, under the direction of Vincent Sherman, with able support furnished by Anthony Nicholls, Howard Crawford, Ralph Michael, John Sherman, Alfred Bass and Orlando Martins. Giving fine account of its 105 minutes on the screen, the attraction figures to thrive on word-of-mouth during a run.

The scene is a British field hospital in the Burma jungle at the close of the war and thereafter. Miss Neal is the nurse assigned to seven male patients, six of whom are awaiting discharge following convalescence, while the seventh, Todd, is living out unknowingly a medical death sentence which is to run a few weeks at most. She confides to the others that Todd, whose under-privileged childhood and dim parentage have made him a belligerently reserved individual, cannot long survive his wounds and asks them to make his last days pleasant by persisting in a comradely friendliness despite his icy rebuffs.

On this tragic premise rests a series of incidents which range from extremely comic to deeply emotional, in a rare entertainment pattern, the whole achieving a remarkably convincing transformation in the doomed man. Ronald MacDougall's script, from the John Patrick play, is a finely wrought work.

Running time, 105 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

"Angels in Disguise"

(*Monogram*)

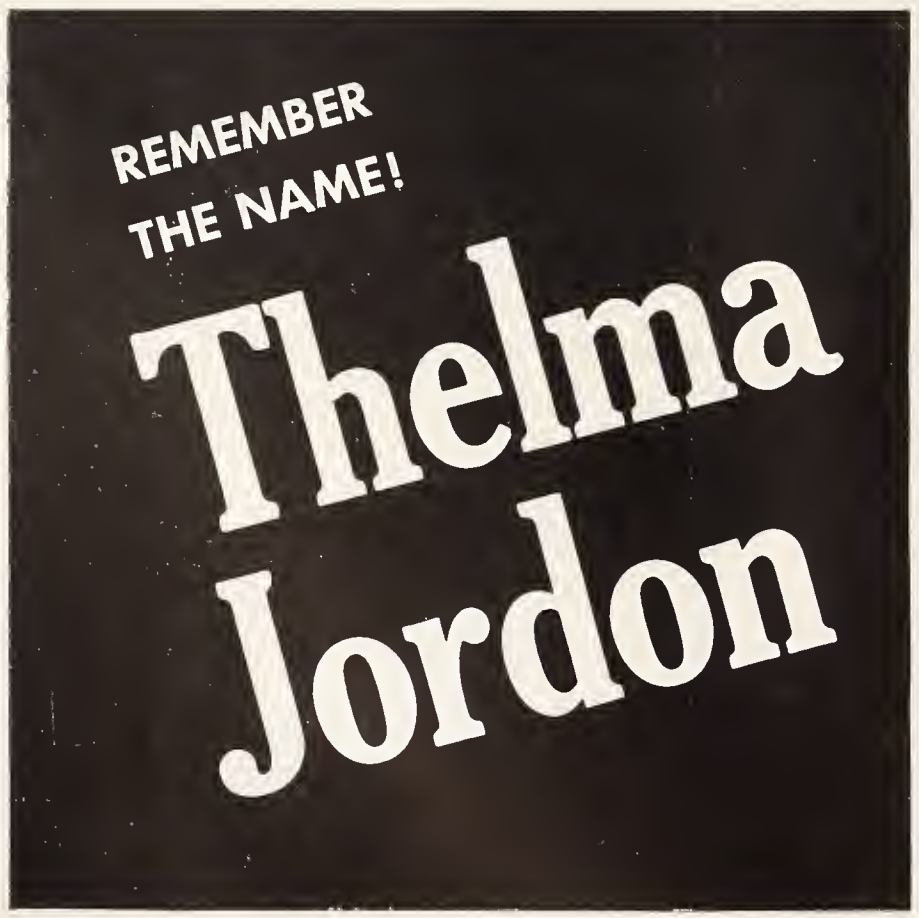
LATEST of the Bowery Boys films, offering equal amounts of humor and melodrama, starts slowly, gains momentum and ends excitingly enough to please the fans.

Leo Gorcey recounts the events of the time when he and Huntz Hall worked on a newspaper, and their detective friend was shot during a holdup and another police officer killed.

The boys start investigating, get involved with the culprits, and proceed to gather evidence by posing as fellow gangsters. They win the mob's confidence and think they have the gang trapped during a holdup. The newspaper's cartoonist warns the gang of Gorcey's attempt to betray them, but the police come in the nick of time to break up the fight that makes heroes of Leo and Huntz.

Jean Yarbrough's direction of this Jan Grippo production is adequate. Rounding out the cast are Gabriel Dell, Mickey Knox, Edward Ryan and Jean Dean.

Running time, 63 minutes. General audience classification.



Expect 'Jolson' Delay

(*Continued from page* 1)

the picture had been identified as representing as well the viewpoint of Columbia's legal counsel.

TOA's attorney emphasized, however, that the organization will continue to submit "evidence" against the sales policies to the Justice Department as such data is sent to TOA headquarters by member theatres.

Financing Deal Gives 'Angels' Protection

Laurel Films will set aside 10 per cent of the profits from a picture to be made from the Martin Stern play, "The Criminals," in an unusual deal to protect financial backers of the Broadway production, it is announced here by Rex Carlton and Joseph Lerner, who are both producers of the play and production executives of the film company.

The Broadway production budget is set at $50,000, with a minimum of $25,000 guaranteed by purchase of the play by Laurel. The balance of the investment is backed by the promised cut in film profits, according to Laurel Films.

Republic Sets Dividend

Regular quarterly dividend of 25 cents per share on preferred stock payable Jan. 3 to holders of record at the close of business on Dec. 9, was declared yesterday by the board of Republic.

Johnston-Wilson Luncheon Here Today

Harold Wilson, president of the British Board of Trade, will be the guest of Eric Johnston, Motion Picture Association of America president, at a luncheon here today to be attended by film company heads and general business leaders. Wilson will leave here tomorrow or Saturday for London, concluding a two-weeks visit to the U. S.

MPAA Board

(*Continued from page* 1)

directors will meet here today also, and it is expected discussion at that parley will revolve around MPEA vice-president Irving Maas's present visit to Moscow where he is understood to be negotiating with the Soviet Film Ministry for a deal whereby the Russians would purchase 20 Hollywood pictures for $1,000,000.

Other overseas problems which very likely will come up for discussion at today's meetings are the remittance situations in Italy, France and other Continental countries. Additionally, the MPAA directors are said to be prepared to set up the planned committee which will be designed to advise European producers on production activities.

Columbia's Astor at Towne Suit Hearing

CHICAGO, Nov. 30.—Louis Astor, Columbia assistant sales manager, testified for the defense today in the Towne Theatre hearings before Federal Judge John P. Barnes that the Fox Theatre in Milwaukee got preference over the Towne as a first run outlet because of its greater earning power due to size, location and momentum. Oscar Ruby, former Columbia branch manager in Milwaukee, testified that at no time before he left the company in 1946 was he asked by the Towne for any Columbia product.

The hearings further involve the Milwaukee zoning plan formulated in 1930. The defendants claim that the zoning plan was thrown overboard when the Paramount decree was entered in 1946.

Legion Reviews 9; Classes Two 'B'

Nine additional films have been reviewed by the National Legion of Decency, with two receiving a "B" rating. In that classification are Warners' "The Lady Takes a Sailor," and Columbia's "Tell It to the Judge."

Rated A-I are Lippert's "Dalton Gang," Columbia's "Feudin' Rhythm," Warners' "The Hasty Heart," and Allied Artists' "There's a Girl in My Heart." In Class A-II are RKO Radio's "A Dangerous Profession," Paramount's "The Great Lover," and M-G-M's "Shadow on the Wall."

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Malco Joins Tax Fight in Mississippi

MEMPHIS, Nov. 30.—Joining with the Theatre Owners of Mississippi in an all out attack on the state and Federal admissions tax is Malco Theatres, which is interested because of its Mississippi holdings, according to M. A. Lightman, Jr., Malco treasurer.

Mississippi pays a 20 per cent Federal tax and a 10 per cent state tax on admissions. The campaign is timed just before the scheduled January meeting of the Mississippi legislature.

Trailers on 240 theatre screens throughout the state ask: "Should I have to pay 15 times more sales tax on my movie tickets than I pay on other purchases?" A $1,000 U. S. savings bond is being offered as first prize for the best letter from a patron on the question.

Rank on Taxes

(*Continued from page* 1)

holders that in the first 16 weeks of the current fiscal year his theatres paid nearly £3,000,000 ($8,400,000) in entertainment taxes. He said that no other British industry of national importance is so heavily burdened by taxation and losses are almost inevitable. The tax, he said, cannot be passed on to the public because "it operates in such a way that, if we increase seat prices, most of the increase goes to the revenue."

In addition, he said wages of employes have increased 100 per cent.

Rank said that "Henry V," produced at a cost of approximately $2,000,000 and released five years ago, recouped its negative cost only four weeks ago despite the fact that it was widely accepted by audiences everywhere. In the five years it has been in release it has contributed more than £400,000 in entertainment taxes, he said.

Rank pointed out that Sir Laurence Olivier, mentor of "Henry V," has a stage play current in London that is "taxed nothing," by contrast. Had his own theatres been taxed in the past 16 weeks on the same basis as the legitimate theatre they would have paid £750,000 instead of £3,000,000.

Puerto Rican Tax

(*Continued from page* 1)

file individual reports for each of the nine years involved, offering proof of deductions to be made. The Puerto Rican treasury will check the returns and file reports as rapidly as each company's case is processed. So successful was the delegation in clearing the atmosphere that the bonds which the companies were required to post pending the outcome of the tax claims were reduced in most instances from a proposed amount of double the claims to approximately one-quarter of the sums claimed by Puerto Rico.

The delegation that visited the island included W. J. Eadie and William Owen, 20th Century-Fox; Charles Kirby, Universal-International; Henry Wright, Paramount; Harry Levine, RKO Radio, and Albert Fisher, M-G-M.

Review

"Fame Is The Spur"

(*Two Cities—Oxford Films*)

THE slow, agonizing death of a man's ideals as he rises to a position of influence and trust is powerfully depicted in "Fame Is the Spur," a British import based on the novel by Howard Spring. Starring Michael Redgrave as Hamer Radshaw, a Cabinet minister who got his political start as a champion of the working poor, the class into which he had been born, this Two Cities film was produced by John Boulding and is presented by Edward L. Kingsley in association with Oxford Films.

While still a boy, Hamer Radshaw's imagination is stirred by soap-box orators and tales told by his grandfather of the ruthless massacre at Peterloo of workers demonstrating for "bread and liberty." He resolves to dedicate his life to bettering the living conditions of the laboring class in England. Dramatic and effective oratory as well as his ardor for the cause wins him a seat in the House of Commons and his career is under way. As the years pass and his position in the House grows more secure, Radshaw's fervor is gradually replaced by the impassioned oratory and empty generalities of the professional politician and an exaggerated idea of his own importance.

In time he is made a baronet and the split widens between him and his former friends and fellow party members. An old man, grown ever more conservative, the blow so long in coming finally falls and he fails to be re-elected. Now friendless and alone, Radshaw receives the final ironic proof of how far behind he has left the cause of labor—he is created a Lord, and is now himself an exponent of the privilege against which he had so bitterly inveighed. There is a neat bit of symbolism in the shining sword of Peterloo, once bravely brandished by Radshaw at every campaign speech, for which he had had a scabbard made. Never drawn from the scabbard, it grew rusty until at last it could not be drawn, just as his ideals had grown rusty from disuse.

Michael Redgrave gives a stirring performance, ably assisted by Rosamund John, Bernard Miles, Hugh Burden, Carla Lehmann and Marjorie Fielding in supporting roles. Whether intentionally or by chance, Radshaw in his later years bears a strong physical resemblance to the late Ramsay MacDonald. Roy Boulting-directed, from a screenplay by Nigel Balchin, with Fillippo Del Guidice in charge of production. Background music, composed by John Woodbridge, is particularly fine and deserves special mention. A condensed cavalcade of British history made authentic by the introduction of a newsreel sequence forms an interesting background for the story of one man's career and should give this picture a fairly general appeal.

Running time, 98 minutes. General audience classification. For November release.

DOROTHY ALTMANN

New Technicolor Plan

HOLLYWOOD, Nov. 30.—Technicolor, Inc., today issued a new schedule governing time limitations on print orders and re-orders, said to be designed to expedite operations all along the line. Minor downward price revisions on separation prints were also announced.

Heads FC Exchanges

Louis R. Brager has been appointed director of exchange operations for Film Classics, succeeding the late Albert Mannheimer.

Cowan Sees 'P.R.'

(*Continued from page* 1)

film under conditions which will contribute to the advancement of industry public relations.

Picture has been booked into 21 Boston and 79 other New England houses under a "waived clearance" arrangement among exhibitors to give the various local veterans' organizations an opportunity to profit from the sale of tickets to the extent of approximately 40 per cent, Cowan said. The "best" downtown and neighborhood theatres are committed to the program which will be backed up by promotional efforts and parades sponsored by the veterans' groups, Cowan explained.

Plans Extensive Tour

Cowan has taken the reins in re-selling of the picture, which will be released by Eagle-Lion. It was first released in 1945 by United Artists. The producer will leave here next Monday for Philadelphia where he will weld exhibitor and veteran interests into a cooperative effort in behalf of the film. He will proceed then to repeat the tying up of similar interest in Baltimore, Washington, Pittsburgh, New York, Cleveland, Indianapolis, Chicago, Detroit, Milwaukee, San Francisco, St. Louis and Denver.

Associated with Cowan in "G. I. Joe" and the producer's "Love Happy" is Neil Agnew who said 6,500,000 persons paid $2,700,000 to see "G. I. Joe" when it was first released, and who predicted that under Cowan's re-release plan the picture will at least repeat that box-office performance. Regular admissions will be charged, and the film will not be double-billed, Cowan said.

• Best week at Grand, Chicago, since 'Egg and I.'

• Best week at the Lafayette, Buffalo, since 'Tap Roots.'

• Biggest week in two years at Keith's, Baltimore.

• Nothing near it since Tap Roots at Broadway, Portland, Ore.

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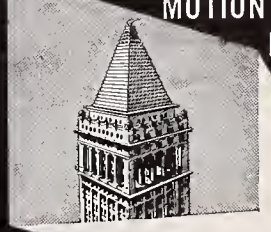
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PARAMOUNT'S HIT FOR THE CHRISTMAS HOLIDAYS

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Accurate Concise and Impartial

VOL. 66. NO. 106 NEW YORK, U.S.A., FRIDAY, DECEMBER 2, 1949 TEN CENTS

Few Changes in Para. Methods Seen After Jan. 1

Schwalberg Is Not Keen On Competitive Bids

By GENE ARNEEL

Paramount sales vice-president A. W. Schwalberg anticipates few if any changes in Paramount film sales after Jan. 1, when the corporation will have reorganized with theatres severed from production - distribution.

A. W. Schwalberg

"But there will be no 'chemical' changes," he added. "The Charlotte exchange will be selling pictures the same as before. The right pictures will go into the right house. The Des Moines branch, or whichever, will be booking

(*Continued on page* 4)

ITOW Convention is Largest in History

MILWAUKEE, Dec. 1.—The need for continued public relations keynoted the opening sessions talks at the Independent Theatre Owners of Wisconsin two-day meeting at the Schroeder Hotel. Top Allied figures, distributors and exhibitors, totaling 200, made this meeting the largest in ITOW history.

John P. Adler, ITOW president, opened the meeting and attacked high rentals, stating exhibitors should not be compelled to raise admissions be-

(*Continued on page* 6)

Ezra Stern Is Named Counsel for SCTOA

LOS ANGELES, Dec. 1.—Southern California Theatre Owners Association announces the appointment of attorney Ezra E. Stern as legal counsel. Stern, who will retain his private practice, in which he has represented numerous film clients, succeeds Paul Williams, who several months ago withdrew as general counsel of the SCTOA to set up his own practice, but has continued to serve the organization in an advisory capacity.

'Pinky' Is Passed By Memphis Censor

Memphis, Dec. 1. — Lloyd Binford, Memphis city censor, today approved "Pinky" for exhibition here. It is not known whether cuts were ordered but presumably the version passed was the same as that shown in Atlanta, which underwent minor editing.

Binford's approval of the 20th Century-Fox picture, based on a racial theme, came as a surprise since he had banned Hal Roach's "Curley" because it showed a Negro child playing with a white. The ban on that picture is now being appealed in state courts by the industry.

Planes Make World A Film Stage: King

Aviation has made all the world a stage for Hollywood, Henry King, 20th Century-Fox producer-director, told the trade press at a luncheon-meeting at 21 Club here yesterday.

King, who recently completed "Prince of Foxes" in Italy and "12 O'Clock High" in England, said that air travel has brought authentic scenes and locations everywhere as close to Hollywood as many domestic locations were in earlier years. He related that while laboratory facilities in Italy were inadequate, plane schedules made it practicable to have "Prince of Foxes" rushes handled in Hollywood and returned to Italy for examination.

The process took four and one-half days, King said, or the equivalent of the time required to obtain Techni-

(*Continued on page* 4)

'Intervention' in Film Rental Deals Disclaimed by TOA

Samuel Pinanski, president, and Gael Sullivan, executive director of the Theatre Owners of America, yesterday issued a statement "clarifying TOA's position on percentage pictures." The statement said:

"TOA always has taken the position that film rentals charged individual exhibitors were a matter of negotiation between distributors and the individuals concerned and that TOA was not a party to such individual negotiations. When, however, as a matter of general policy, distributors charge or attempt to charge rentals for what are generally considered mass appeal pictures which compel exhibitors to raise their prices in order to show such films without loss to the detriment of the public interest and in apparent violation of the law, TOA feels duty-bound to call such cases to the attention of the proper authorities.

"At no time is TOA trying to intervene in the making of contracts between distributors and individual exhibitors or in setting up or suggesting any limits for such contracts."

U. A. Parley Opens In Chicago Today

CHICAGO, Dec. 1.—United Artists' sales convention, bringing together key sales personnel from all over the U. S. and Canada, will open a two-day session at the Blackstone Hotel here tomorrow.

With Paul N. Lazarus, Jr., executive assistant to UA president Gradwell Sears, presiding, the opening day

(*Continued on page* 5)

Industry Arbitration Future Uncertain; Court, Exhibitor Attitude May Decide

Industry arbitration faces an uncertain future, it became clear yesterday as officials of major companies stated they have not approved the new lower cost system of operating the industry tribunals being proposed by the American Arbitration Association and indicated they probably would make no decision prior to the next scheduled Federal Court hearing here on Jan. 17.

It was indicated, however, that during the interim the five companies will continue their monthly financial payments for maintenance of the system. The fiscal year for the arbitration system, which costs the five companies $25,000 per month, ended last Wednesday with no provision for further payments other than whatever the companies elect to make on their own initiative.

If the proposed new arbitration plan is not strongly supported by the court and exhibitors, all present indications point to the expiration of the system inasmuch as several of the "Big Five" companies express doubts that it would be worth continuing otherwise.

MPAA Likely To Assist Foreign Films

Board Members Favor Marketing Aids Here

Definite action on the part of the Motion Picture Association of America in assisting foreign producers in marketing their products here is expected to materialize shortly as a result of a report on the subject given at a board meeting here yesterday.

John McCarthy, head of the MPAA's international department, recommended before the directors the appointment of a special advisory and information committee which would acquaint non-U. S. producers with demands of the market here and the box-office potential of their films.

While a vote on adoption of the recommended program was put off to a subsequent meeting, numerous individuals attending yesterday's conclave said they were impressed with the idea and anticipate its full-scale

(*Continued on page* 5)

Davis on Deals to Keep Denham Open

LONDON, Dec. 1.—John Davis, managing director of J. Arthur Rank's film enterprises, will endeavor to close deals for joint production with American interests of a number of pictures at Rank's Denham studio during his visit in New York next week. Davis left here by plane today and will visit Canada before engaging in the New York meetings.

Current production at the Denham studio will be completed in a few weeks and the plant will be closed if

(*Continued on page* 5)

Scully in N.O. for Exhibitor Meetings

NEW ORLEANS, Dec. 1.—W. A. Scully, Universal-International vice-president in charge of sales, is scheduled to arrive here today from New York for conferences with area exhibitors. He will remain in the city through next week and is set to attend the annual meeting of Allied Theatre Owners of the Gulf States at the Jung Hotel here next Tuesday and Wednesday to answer exhibitor questions on the company's sales policies.

$300,000 Shares of King Bros. for Sale

The King Brothers production team—Maurice, Herman and Frank—have been authorized by the State of California to offer stock to the public totaling $300,000 in a year for the purpose of financing independent production. The group, whose latest is "Deadly Is the Female," for United Artists release, is allowed to make "offerings to friends" outside California.

Paramount to Back College 'TV' Study

An analytical study of the televised programs on the current General Assembly sessions will be conducted by graduate journalism students of Columbia University in a special project to evaluate the effectiveness of these programs in reporting United Nations activities. The financial requirements of the study have been assumed by Paramount Pictures.

At the end of the current General Assembly session, all graduate journalism students will be required to present critiques. Prizes will be offered to the five students making the best contributions.

Judges of the contest will be Benjamin Cohen, assistant secretary general of the Department of Public Information of the United Nations; Professor Roscoe Ellard, of the Graduate School of Journalism of Columbia University, and Paul Raibourn, vice-president of Paramount.

British Production Considered by Three

New production deals in collaboration with British producers are now being considered by RKO Radio, Paramount and Columbia as a means of investing frozen British pounds, it was learned here. If suitable properties are found, actual plans will be set, it was said, but at the moment nothing is definite. Russell Holman, Paramount Eastern production chief, returned recently from London where he investigated the possibilities of joint production with J. Arthur Rank.

Schancer Leaving RKO

Kay Schancer of the RKO office management department here, will terminate her employment with the company on Friday, Dec. 16. During the past four years at RKO she has worked with the studio on personal assignments to Coast executives and talent. Prior to her RKO post, Miss Schancer worked with Jack Goldstein in the publicity departments of 20th Century-Fox and the Selznick Releasing Organization.

Tax Nets $88,582,128

OTTAWA, Dec. 1.—The Canadian government has collected $88,582,128 in amusement taxes during the eight fiscal years the tax has been in effect.

Personal Mention

SPYROS P. SKOURAS, 20th Century-Fox president, will leave here over the weekend for Hollywood, where he will be the principal speaker at a United Jewish Appeal dinner on Dec. 18.

•

WALTER HELM, with the Allen circuit in Ontario for the past 23 years and manager of the Classic and Avon theatres at Stratford, has joined Biltmore Theatres to manage its new theatre and office building at Kitchener, Ont.

•

TONY MUTO, Washington representative for Movietone News, will leave here today for Europe where he will make a survey of newsreel production. He will return to Washington on Feb. 13.

•

PAUL NORD of 20th Century-Fox's home office staff will have a two-part play produced this month by Originals Only, a producing group.

•

SAM GALANTY, Columbia Mideast district manager, will leave Washington today for a visit to the Pittsburgh branch.

•

RICHARD MAIBAUM, Paramount producer who recently returned here from Europe, has left here for the Coast.

C. J. FELDMAN, Universal-International Western sales manager, left New York last night for Chicago where he will spend a week to 10 days.

•

RICHARD GRIFFITH, formerly chairman of the National Board of Review and now on the staff of the Museum of Modern Art film library, will address the Dramatic Workshop film class on Dec. 5.

•

WALTER KESSLER, manager of Loew's Ohio, Columbus, has been transferred to St. Anthony's Hospital there from Little Rock, Ark., where he and MRS. KESSLER were in an automobile accident several weeks ago.

•

DAVID STERN, author of the book from which Universal-International's "Francis" was made, was in New York yesterday from New Orleans.

•

EUGEN SHARIN, Ambassador Films president, will leave here today by plane for Europe.

•

MORRIS HELPRIN, London Films American representative, will leave New York tomorrow for London.

•

MAURICE KING, producer, has arrived here from the Coast to join his brother, FRANK.

Sen. Myers to Address Western Pa. Allied

PITTSBURGH, Dec. 1.—U. S. Senator Francis J. Myers will be the speaker at the banquet of the 29th annual convention of Allied Motion Picture Theatre Owners of Western Pennsylvania, to be held in the William Penn Hotel here Monday and Tuesday.

Among speakers on the first day's program are A. W. Schwalberg, sales vice-president of Paramount Pictures, and Walter L. Titus, Jr., vice-president of Republic. The session will be open. Sidney E. Samuelson, general manager of Allied of Eastern Pennsylvania and William L. Ainsworth, president of national Allied, will speak at the closed session on the second day.

Subjects to be discussed include television as opposition; TV as now used in theatres at present; forced selling, forced raising of admissions by distributors and advertising in feature films.

'Samson' Research Donated to Schools

The findings of 14 years of research undertaken for Cecil B. DeMille's "Samson and Delilah" will be utilized for a series of visual study aids, it was announced by William Lewin of the National Education Association.

Three Install Nu Screen

Nu Screen Corp., headed by Herman Gluckman, New York, has completed installations in Loew's Warfield, San Francisco; State, Los Angeles, and Constitution Hall, Washington.

Spain Says 'Joan' Is 'Of National Interest'

"Joan of Arc," Sierra Pictures' RKO Radio release, has been declared to be "of national interest" by the Spanish government, according to a report received by Phil Reisman, RKO foreign vice-president, from Rene Beja, general manager in Spain.

This designation implies that the picture will be played in every first-run key situation at the special request of the government, according to RKO here. The picture has been dubbed into Spanish and will open over there this month.

'Pinky' Milestone Nears

If calculations worked out by Montague Salmon, managing director of the New York Rivoli Theatre, are correct, the 500,000 attendance mark for that theatre's current attraction, "Pinky," will be reached next Wednesday. The 500,000th person to view the film will be presented with two guest tickets for the world premiere of Cecil B. DeMille's "Samson and Delilah," which will have a dual opening at the Rivoli and Paramount on Dec. 21. "Pinky" will continue until Dec. 20, at which time it will have concluded a 12-week run.

MOT Host to Press

Marjorie Harker, publicity director of March of Time, will preside at a company reception for the press and others on Wednesday afternoon, Dec. 14, in the projection room in the Time and Life Building here. MOT's latest release, "A Chance to Live," will be screened prior to the reception.

5-Theatre Premiere For 'Foxes' in L.A.

An unprecedented five-theatre day-and-date premiere has been set for 20th Century-Fox's "Prince of Foxes" in Los Angeles, it was announced here yesterday by Andy W. Smith, Jr., distribution vice-president. Opening on Dec. 9, the picture will make its simultaneous debut at the State, Uptown, Loyola, Chinese and Wilshire theatres, the latter house being the additional starter in the booking.

The engagement will mark the American premiere of the picture, which had a series of openings in the capital cities of the world last month. In New York, the film will have its local premiere on Dec. 22 at the Roxy Theatre under the sponsorship of the United Hospital Fund.

'O'Riordans' to Park Ave.

When "Hamlet," Universal-International-Rank production, vacates the Park Avenue Theatre, New York, at an unknown date late this month, it will be followed by "The Rugged O'Riordans," produced in Australia by Charles Chauvel. Regular admission prices will prevail. When "Hamlet" closes it will have had a run at the Park of about 65 weeks. U-I will also distribute "The O'Riordans."

Delay Griffith Briefs

OKLAHOMA CITY, Dec. 1.—Federal Judge Edgar S. Vaught today granted the government another delay, until Dec. 16, for filing final briefs in the Griffith anti-trust case.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
Errol FLYNN - Greer GARSON - Walter PIDGEON
Robert YOUNG
"THAT FORSYTE WOMAN"
Color by TECHNICOLOR
A Metro-Goldwyn Mayer Picture
SPECTACULAR STAGE PRESENTATION

Paramount presents
BOB HOPE
RHONDA FLEMING
"The Great Lover"
IN PERSON
CLAUDE THORNHILL and his Orchestra
NANCY CLAYTON . RUSS McINTYRE
RED BUTTONS
THE ACROMANIACS
Extra
SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th

William POWELL • Mark STEVENS • Betsy DRAKE
in
"DANCING IN THE DARK"
A 20th Century-Fox Picture - Technicolor
— On Stage —
MINDY CARSON • CHANDRA KALY and his Dancers
ROXY 7th Ave. & 50th St.

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Nothing is more important to all of us in this business than the development of personalities. This is a tough job for producers, and can only be accomplished with the help of exhibitors.

Exhibitors can and should cooperate by properly spotting the pictures in which new personalities appear and by properly exploiting these pictures. It is then that substantial progress is made in the development of new personalities.

Shelley Winters, who has been widely acclaimed and publicized in the press as a new box office star, will justify this prediction in her forthcoming picture SOUTH SEA SINNER.

I personally urge all exhibitors to screen this picture and see for themselves what a wonderful job Shelley Winters does.

SOUTH SEA SINNER is a fine box office picture. If every exhibitor gives it the kind of booking and promotion it deserves, I am convinced the public will readily accept Shelley Winters as a new star.

And that is a big accomplishment.

W. A. SCULLY
UNIVERSAL-INTERNATIONAL PICTURES

VARIETY

National Boxoffice Survey

"Bagdad" smash trade in Chicago and Buffalo. It also is nice in Baltimore and terrific in Portland, Ore.

UNIVERSAL-INTERNATIONAL presents

MAUREEN O'HARA · PAUL CHRISTIAN · VINCENT PRICE

BAGDAD

COLOR BY TECHNICOLOR!

11 E-L Films Due Dec., Jan.

Eagle-Lion will release at least 11 pictures during December and January, it was announced here yesterday by William J. Heineman, distribution vice-president. In addition to the 11 already set, and which include two in Technicolor, and one in Cinecolor, Heineman revealed that potential releases may bring the total to 15.

December releases include: "Port of New York," starring Scott Brady, K. T. Stevens and Yul Brynner; and "Cowboy and the Prizefighter," in Cinecolor, starring Jim Bannon as Red Ryder.

January will see the release of "The Sundowners," in Technicolor, which introduces John Barrymore, Jr., and which co-stars Robert Preston, Robert Sterling, Chill Wills and Cathy Downs, and "Never Fear," produced by Collier Young and directed by Ida Lupino, starring Sally Forrest, Keefe Brasselle and Hugh O'Brian.

Also included in the list for December are two re-releases: David O. Selznick's "I'll Be Seeing You," starring Ginger Rogers, Joseph Cotten and Shirley Temple, and the Abbott-Costello "Hit the Ice," and two J. Arthur Rank features, "The Gay Lady," in Technicolor, starring Jean Kent and James Donald, and "Passport to Pimlico," starring Margaret Rutherford, Stanley Holloway, Paul Dupuis and Hermione Baddeley.

Other product for January includes David O. Selznick's "The Third Man," starring Joseph Cotten, Valli, Orson Welles, Trevor Howard, David Niven and Margaret Leighton; "Sarumba," filmed in Cuba, featuring top Cuban rhumba and samba orchestras and dancers; and "Give Us This Day," J. Arthur Rank presentation of Pietro Di Donato's novel, "Christ in Concrete," starring Sam Wanamaker.

Canadian Odeon in Deal for 'Dillinger'

TORONTO, Dec. 1. — The entire Odeon Circuit has booked Monogram's "Dillinger" on percentage terms as a result of the picture's performance in its initial engagements at the Biltmore here, and the Rialto, Winnipeg, where it is being held over indefinitely.

A special advertising campaign, with the theme that the film proves crime does not pay, is preceding the Canadian openings. Children under 16 years are not admitted to showings.

Henry King

(*Continued from page* 1)

color rushes for a picture being produced in Hollywood.

King has been an air enthusiast since 1918 and pilots his own plane. Before the war he made regular journeys by air to all parts of the country to visit with exhibitors and obtain their views of production. The results, he said, affected his treatment of a number of his productions. In one instance, he said, it resulted in a new treatment, prepared by Darryl Zanuck, for the production "Stanley and Livingstone."

King shortly will begin a new tour of cities by plane to meet press representatives and exhibitors for discussions of "Prince of Foxes" and "12 O'Clock High."

Few Para. Changes

(*Continued from page* 1)

and selling as it was up to 11:59 on Dec. 31.

"There are problems now and probably there always will be, but we hope to be able to iron them out to the satisfaction of all concerned. When there are two competitive theatres of like caliber, perhaps one will get a Hope picture and the other a Crosby. Or one will get the first Ladd and the other will get the next."

Schwalberg said he is not "keen" on competitive bidding or negotiation; he would "prefer to keep everybody happy." He continued: "I would like to sell, say, a 40 per cent picture at 40 per cent and let it go at that. But if theatremen insist on the same film on the same run (instead of product splits or possibly some other method) then there will have to be bidding."

Biddng 'Last Resort'

Again pointing to competitive bidding as a last resort in problem situations, Schwalberg stressed, he is "not interested in squeezing out an extra dollar here and there."

"Actually," the Paramount vice-president went on, "the courts have set our policy and that's not news." The best revenue-producing theatre and the one most appropriately suited will be the one to license our films, he said.

Schwalberg was asked about the licensing changes he expected when Paramount's own affiliated theatres, which now almost automatically obtain the company's primary product, are divested.

Separations in Effect

His answer to this was a report on sales to some Paramount partnership houses "which we were not allowed to consider our own since Sept. 3" under terms of the reorganization consent decree. He said these separations made little difference in licensing, for the reason that in the main the Paramount house was entitled to a prior run on its competitive merits.

However, he qualified, "if an independent theatre wants our product over a Paramount or former-Paramount house, the bid will, of course, be considered and all factors weighed. The fact that one theatre was at one time affiliated with us will not matter."

Schwalberg confirmed that a deal is now being negotiated with Paramount-Richards Theatres in the South which would become effective when that circuit becomes a wholly-owned subsidiary of United Paramount Theatres.

Paramount product has not played the Richards group for the past 14 months for the reason that E. V. Richards, Jr., as operating head, and the film company were unable to come to terms. This same situation has prevailed for several other distributors.

Paramount's policy on selling "Samson and Delilah" has yet to be set, Schwalberg concluded.

Dembow Points Up Work of Federation

Pointing up the non-sectarian activities of Federation's 116 agencies, George F. Dembow, National Screen Service vice-president, and amusement division chairman of the Federation of Jewish Philanthropies 1949 campaign, told committeemen yesterday that 448,000 New Yorkers availed themselves of Federation's services in 1948. "Of these," said Dembow, "approximately 45 per cent were non-Jewish."

The amusement division's share of the drive quota is $400,000 for the maintenance fund and $800,000 for the building fund.

Says 'Middle Road' Best

CHICAGO, Dec. 1.—A middle road between the freebooter and the free rider is the best way to provide sensible social benefits for all Americans, Eric Johnston, president of the Motion Picture Association of America, will say in a speech to be made here tomorrow at a luncheon of the Executives Club of Chicago.

Clark Is Elected to Board of MPAA

William A. Clark, treasurer of RKO, was elected to the board of directors of the Motion Picture Association of America at a meeting held here yesterday. He succeeds John M. Whitaker, who resigned this week as RKO vice-president.

MPAA Meeting

(*Continued from page* 1)

ormal approval. It was at an MPAA oard session last month that president Eric A. Johnston urged an investigaion of the possibilities of such a plan. The study was undertaken by a committee comprised of McCarthy and foreign department heads Arthur Loew, Loew's; Phil Reisman, RKO Radio; Joseph Seidelman, Universal, and Murray Silverstone, 20th Century-Fox.

For Unrestricted Trading

Specific details of the project have yet to be outlined although it is known the recommended advisory group would be assigned generally to making suggestions on foreign productions with regard to dialogue and accent, censorship, codes, and audience preferences. Thereafter the best marketing approaches will be developed.

The plan falls within the overall MPAA program of endeavoring to promote unrestricted international trading of motion pictures and emphasizing to foreign producers that their product will meet with success here if it complies with the entertainment dictates of the U. S. public.

Johnston, who presided at yesterday's meeting, passed on the suggestion by Harold Wilson, president of the British Board of Trade, that renegotiation of the Anglo-American films monetary agreement takes place in London late in January or early in February and this will be decided on at a meeting of the MPAA executive committee on Dec. 14.

Discuss 'B' Pool

Operations of the so-called 'B' pool portion of the current British-U. S. trade agreement also were taken up at the MPAA session yesterday with nothing resolved or any action taken. This subject, particularly as it involves Universal and Eagle-Lion which have withdrawn from the pool, will be taken up in additional detail at future meetings of company lawyers.

Eric Johnston was host to Harold Wilson at an informal luncheon at the Waldorf Astoria yesterday but no other film executives were in attendance. Those present included Eugene Holman, president of Standard Oil of N. J.; Alfred P. Sloan, General Motors; David Sarnoff, RCA; Helen Rogers Reid, New York *Herald Tribune;* Spencer Love, Burlington Mills; Thomas Watson, International Business Machines, and Edward Noble, American Broadcasting.

Tenn. Theatre Destroyed

COLUMBIA, Tenn., Dec. 1.—Fire swept through Columbia's Princess Theatre and part of the Bethel Hotel causing damage estimated at $250,000. The theatre was completely wrecked and the hotel's top floor was destroyed.

Plan Stiffer Trust Laws

WASHINGTON, Dec. 1.—Stiffer penalties for anti-trust law violations and tightening of the Webb-Pomerene Act, under which export associations like the Motion Picture Export Association operate, will be the first item on the agenda of the House Judiciary sub-committee investigating monopoly when it reconvenes in January.

This was revealed by Committee Chairman Celler (D., N. Y.), as the investigators closed their second round of hearings here today. Motion Picture Association of America president Eric Johnston testified during this round, while Society of Independent Motion Picture Producers president Ellis Arnall testified during earlier hearings in July and August.

Celler said the Webb-Pomerene Act would have to be tightened to make sure operations under it are in keeping with the spirit of the anti-trust laws. He would not discuss details, nor how much stiffer fines and criminal penalties might be proposed.

Staff members and officials from government agencies will work on the bills, and then further hearings will be held on them. After hearings on these measures and possilby one or two other specific proposals, general hearings on monopoly will be resumed, Celler said.

Canadians Ask for Film Act Amendment

OTTAWA, Dec. 1.—The Canadian Chamber of Commerce has urged the Canadian government "to amend the National Film Act to eliminate unfair competition between the government's production of films as an organization and the Canadian motion picture industry in the field of government film production."

It also went on record as wanting private operators "given opportunity to enter the field of television."

Davis on Deals

(*Continued from page* 1)

new Anglo-American projects are not set. Joint production talks were initiated in America recently by Earl St. John for Rank.

Meanwhile, Charles P. Skouras, head of National Theatres, is expected back in London from the Continent momentarily and further talks with Rank concerning the possibility of 20th Century-Fox acquiring an interest in Rank's Canadian Odeon circuit are believed to be in prospect. Rank's spokesmen declare there is no possibility of an outright sale of Canadian Odeon.

U. A. Parley Opens

(*Continued from page* 1)

will hear from Sears, who will stress the convention's theme, "superior salesmanship," for the company's lineup of 'superior pictures,' its biggest product schedule in years."

Scheduled to address the meetings are Edward Schnitzer and Fred M. Jack, Eastern and Southern-Western general sales managers, respectively; Harry D. Buckley, and Howard LeSieur, director of advertising-publicity.

District managers and branch managers from all UA exchange areas will assemble for the meeting.

Earl J. Hudson

—*United Detroit Theatres*—

says:

"*Cecil B. DeMille's*

Samson AND Delilah

Color by *Technicolor*

is the crowning jewel of DeMille's crown of film glory."

IT'S THE **Paramount** EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH

MPIC Delegates to Urge 'Experimental' Steps at 'PR' Meet

HOLLYWOOD, Dec. 1.—Motion Picture Industry Council delegates to the all-industry public relations conference in Washington will recommend extensive "preliminary experimental periods" as a necessary first step in the tradewide undertaking, the organization decided at its monthly meeting Wednesday night.

The recommendation is based on MPIC's own experience in bringing its organization to the present smoothly functioning status after a long formative period in which various plans for integrating the interests of the component groups were tried out before a successful formula was achieved. Co-chairman Roy Brewer and executive secretary Art Arthur will represent MPIC at Washington.

The MPIC meeting also gave approval to proposals for continuing the series of seminars between its component organizations with the objective of increasing efficiency in production and improving product quality. Screen Writers Guild and Screen Directors Guild will hold the first seminar, with all nine MPIC member organizations participating in other sessions.

Dipson to Build Drive-in Theatres

BATAVIA, N. Y., Dec. 1.—Dipson Theatres, Inc., operators of theatres in Western New York, Pennsylvania, Ohio and West Virginia, is about to enter the drive-in theatre field, William J. Dipson has disclosed here. The drive-in undertaking will be conducted by a corporation known as Pavilion Drive-In Theatres, Inc., of which Dipson is president.

Dipson revealed that the corporation is considering a new patent for a four-screen open-air theatre with 1,400-car capacity where the maximum distance from any car to a screen will be less than 365 feet.

'Fisherman's Honour' Opens in Hong Kong

"A Fisherman's Honour," produced in Hong Kong at the Yung Hwa Studio, under the management of Lee Tzu Yung, had its world premiere at the Queen's Theatre there recently, according to word reaching here.

Lee produced two major films last year, "Soul of China" and "Sorrows of the Forbidden City," both of which won awards last September in the Paris International Film Festival. It is reported that both films will shortly be sent to the U. S. They are distributed by International Film Classics, in connection with Chinamerica Film Exchange, Hong Kong.

Donahue Heirs File Suit

SALT LAKE CITY, Dec. 1.—The widow and three daughters of Jack Donahue, whose life was portrayed in the film, "Look for the Silver Lining," filed suit here yesterday against Warners' Intermountain Theatres and the Camart Theatre, claiming the picture's story was mostly fictional, caused the plaintiffs "humiliation" and hampered efforts of Mrs. Alice Donahue to sell "the true story for screen portrayal." Utah is understood to be the only state where heirs have the right to sue for violation of privacy.

Review

"Malaya"

(M-G-M)

THE struggles of two Americans to smuggle rubber out of Jap-held Malaya during the early part of World War II has been turned into a muscular and rousing drama. A cast that would delight any showman's heart has been assembled for the proceedings, headed by Spencer Tracy, James Stewart and Valentina Cortesa, and including Sidney Greenstreet, John Hodiak and Lionel Barrymore.

A tone of semi-authenticity has been given the story, yet contrasting with this is an air of grandiose heroics, which while making for popular appeal, frequently saps the story of conviction. The slick screenplay, provided by Frank Fenton, has Stewart and Tracy, the former a newspaperman and the latter an Alcatraz prisoner, dispatched to Malaya to attempt the seeming miracle of draining the peninsula of its precious rubber. Behind the two are the resources of the U. S. Navy, which equips them with necessary credentials and background.

After a long series of preliminary efforts, the two, through force, persuasion and cajolery, finally start rubber flowing out of the country. Their main adversary is a sadistic omnipresent Japanese officer who finally gets wise to the smuggling scheme, sets up an ambush, and has Stewart killed. At this point a regenerated Tracy decides to carry through with the last shipment of rubber, and in the process is himself wounded but manages to kill the Japanese officer. The finale has Tracy wind up on a little Pacific island with Miss Cortesa, a sultry, gin-mill songstress who holds up the picture's slight feminine angle solidly.

Some crisp and cynical dialogue has been provided Greenstreet, as the urbane and languid operator of the gin-mill, and liaison for the two Americans. Barrymore portrays a Los Angeles publisher who starts the smuggling scheme rolling. There is a briskness in Richard Thorpe's direction which compensates for the strong make-believe quality of the screenplay which was based on an original story by Manchester Boddy. Edwin H. Knopf produced.

Running time, 98 minutes. General audience classification. Release date, Jan. 6.

MANDEL HERBSTMAN

Industry 'Sincerity' Called for: Wilcoxon

HOLLYWOOD, Dec. 1.—Sincerity and honesty are the two qualities public opinion leaders look for in motion picture industry public relations, the Motion Picture Industry Council was informed by Henry Wilcoxon, Paramount's traveling "ambassador of good will" on behalf of Cecil B. DeMille's "Samson and Delilah."

Wilcoxon reported at the council's meeting at the Beverly Hills Hotel, on invitation of Ronald Reagan, chairman.

Wilcoxon will resume his tour after Jan. 1 to complete a swing of 41 major cities, 15 of which have already been covered.

Detailing the various services made available to the community through the "Samson and Delilah" public relations program, he pointed out that "a similar harnessing of the by-products of Hollywood could be applied in the promotion of many other pictures having the requisite background and scope."

"What this tour really amounts to," he said, "is the setting up of a public relations circuit which can be used to advantage by all studios. The end result is not only a wider knowledge and appreciation of the individual picture but also an awareness of Hollywood as a force for good. It serves to create a vast reservoir of goodwill for Hollywood and the industry in hitherto unexplored areas of public opinion."

Tour for Barrymore, Jr.

John Barrymore, Jr., will arrive here tomorrow from the Coast to confer with Eagle-Lion executives on plans for a 31-city tour in connection with local openings of "The Sundowners," Technicolor film in which the son of the noted actor makes his film debut.

Republicans to Try For Excise Tax Cut

WASHINGTON, Dec. 1.—Republican members of Congress are planning to propose another tax reduction bill and it will include reduction of wartime excise taxes. GOP members are being led by House Minority Leader Joe Martin and Rep. Daniel Reed, ranking Republicans on the House Ways and Means Committee.

The Republican bill, now being drawn up by assistants of Rep. Reed, will include excise cuts, some relief on double taxation of corporate dividends, some broadening of individual income tax exemptions, and possibly several other changes.

Republican leaders in Congress have been calling for excise reductions all this year, and this campaign will certainly be stepped up next year.

Administration tax strategy is still not clear. Treasury officials lean toward a moderate tax boost on individual incomes, sharper boosts in corporate income taxes, and possibly some limited excise reduction—probably confined to transportation and communications taxes and only one or two levies on retail items. However, this may change before the first of the year. In any event, there will be strong pressure from Democrats in Congress to cut excises next year, even if the Administration does not propose it.

600 at Kirsch Dinner

CHICAGO, Dec. 1.—Over 600 members of Chicago's film industry and their ladies will celebrate at the Chez Paree in Chicago on Monday, December 19, at the seventh aniversary dinner of the Allied Theatres Buying and Booking Organization, where they will see a floor show starring Dean Martin and Jerry Lewis. Headed by Jack Kirsch, the organization represents 125 independent exhibitors in their dealings with local exchanges.

Allied, TOA Groups In Joint Plea for Action on Taxes

KANSAS CITY, Dec. 1.—A letter to all theatre owners of the Kansas City exchange area is being sent over the signatures of a joint committee of the Kansas-Missouri Theatre Association and the Allied unit of the area, urging owners to see their Congressmen in behalf of a reduction or elimination of the excise admission tax.

Heretofore, each association has sent letters on such subjects, and others, to its own membership. A joint legislative committee has now been set up, and this letter on the admission tax matter goes to all exhibitors over the joint signatures.

Clare Magee, representative in Congress from Unionville, Mo., will be the guest of the board of directors of the Missouri Theatre Association on Dec. 20, when the admissions tax will be discussed.

ITOW Convention

(*Continued from page* 1)

cause of 60 per cent terms, in an indirect reference to Columbia's "Jolson" terms. William Ainsworth summarized his eight years as national Allied president, and forewarned the next president that "he would have a hard but constructive job ahead of him." He urged a united front particularly in legislative work.

H. J. Fitzgerald, president of Fox Wisconsin, discussed municipal taxation, advertising costs and urged exhibitors to be cautious and not "overly optimistic." He proposed an international exposition for the entire industry.

Al W. Schwalberg, Paramount general sales manager, praised the good will that came out of the Minneapolis Allied convention and stated that 90 per cent of the time spent in courts could be saved over the tables. "The 1950 product by all companies looks very encouraging," he added. Trueman Rembusch, president of Associated Theatres of Indiana, discussed television.

Henderson M. Richey of M-G-M praised Ainsworth's fine work with Allied and discussed methods of handling "borderline" pictures. "We must not lose sight of the fact that there are no bad pictures," he said.

Unscheduled speakers were Sam Shain, 20th-Fox exhibitor relations head, and Edward Aaron, 20th-Fox Midwest sales manager. Abram M. Myers, Allied general counsel, who was scheduled to speak tomorrow at the open forum, is not expected to to attend.

A large portion of the fifth floor was devoted to displays by theatre equipment companies. A cocktail party was held Wednesday night by the National Theatre Supply Co., followed by a screening of "The Prince of Foxes" at the Strand Theatre.

Reopen Charlotte Theatre

CHARLOTTE, Dec. 1.—The city's oldest theatre, the Charlotte, has become the most modern, following a remodeling job that took several months and cost $39,000, according to Tom Little and S. W. Graver, the operators. Walter Griffith, who managed the Plaza here while the Charlotte was closed, returned as manager at the recent opening.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 107 NEW YORK, U.S.A., MONDAY, DECEMBER 5, 1949 TEN CENTS

'Jolson' Rental Terms Hit By Wisc. Allied

Marcus Elected President, Change in Name Voted

By JIMMY ASCHER

MILWAUKEE, Dec. 4.—The Allied Independent Theatre Owners of Wisconsin, which adopted the new title at the close of its two-day state meeting Friday at the Schroeder Hotel resolved, among other undertakings, to concur with the Minneapolis Allied resolution on "Jolson Sings Again" terms.

The subsequent run exhibitors said in a body: "We are the bread and butter of Columbia and we are being shamefully treated in not being offered the picture at a reasonable rental."

The sessions on Friday were all closed.

Elected as officers were Ben Marcus, president; J. P. Adler, vice-president; Arnold Brumm, secretary; Ed Johnson, treasurer.

Benjamin Berger, North Central Allied president, addressed the meeting

(*Continued on page 6*)

Kalmenson Presides At 2-Day WB Meet

Ben Kalmenson, Warner sales vice-president, will preside at a two-day meeting of the company's district managers to be held at the home office on Thursday and Friday.

District managers attending will be George W. Horan, New England; Robert Smeltzer, Mid-Atlantic; Charles Rich, Central; Harry A. Seed, Midwest; Hall Walsh, Prairie district; W. O. Williamson, Jr.,

(*Continued on page 4*)

Weigh New Music Licensing Methods

New procedures for licensing copyrighted music used in motion pictures were discussed at a second meeting of film company attorneys at Federal Court here on Friday with Sigmund Timberg, head of the consent decree division of the Department of Justice.

Any new procedure agreed upon

(*Continued on page 6*)

Profit-SharingPlan Reported by Sears As Sales Meet Ends

CHICAGO, Dec. 4.—A profit-sharing plan for United Artists district managers, branch managers and other sales personnel was announced here last night by U. A. president Gradwell L. Sears at the final session of the company's two-day sales convention.

Gradwell L. Sears

The plan is based on the percentage of increase in 1950 sales over current year figures.

The convention, which brought together company sales executives from all over the U. S. and Canada, was de-

(*Continued on page 4*)

'Hamlet' to RKO Circuit

Laurence Olivier's Academy-award-winning, British-made "Hamlet," being released here by Universal-International, has been booked into the entire RKO circuit in the Greater New York area, to play on a continuous performance basis during the months of January and February, William A. Scully, U-I sales vice-president, announced on Friday.

RKO contemplates a nominal increase in admission prices for adults. Now under consideration is a uniform increase to $1.20 for adults from the varying present average of between

(*Continued on page 5*)

Italian Production Subsidy Hike Voted

Rome, Dec. 4.—The Italian Cabinet has approved and sent to Parliament a bill under which the government's financial contribution to native production would be raised to 18 per cent of gross income, from the present three-to-10 per cent.

The bill provides for 80 compulsory native program days per year in Italian theatres and restrictions on opening new film houses. Under the measure all theatre tickets will be printed by the government.

13th Annual Depinet Drive

Robert Mochrie, RKO Radio sales vice-president, has set the 1950 "Ned Depinet Drive" for the period from Dec. 23 to June 22.

Heading this year's drive will be Walter E. Branson, Western division sales manager; Charles Boasberg, North-South sales manager; Nat Levy, Eastern sales manager, and Harry J. Michalson, short subject sales manager. Assistants to the drive captains, who will tour with them, are Harry Gittleson, Carl Peppercorn, Frank

Ned E. Depinet

(*Continued on page 6*)

ASCAP AND TELEVISION STATIONS IN INTERIM PACT ON MUSIC RATES

American Society of Composers, Authors & Publishers' per program television committee concluded an interim agreement on Friday by which independent television stations will make a retroactive payment to Ascap immediately for the use of its music during the past 11 months while rate negotiations have been in progress and, in addition, will pay flat monthly fees to Ascap hereafter, subject to adjustment when a final agreement is reached.

The expectation is that a final agreement on per program music rates for television will be concluded by Feb. 1. The interim agreement replaces the former arrangement by which television stations continued to use Ascap music on a $1 per year basis for brief, specified periods, extended numerous times while the negotiations were under way throughout this year. The last time extension was made from Dec. 1 to Dec. 10.

The flat monthly fees to be paid pending a final agreement vary according to station and program. The retroactive payments, covering the

(*Continued on page 6*)

'U' May Get $3,000,000 US Tax Rebate

Agreement Delayed But May Be Set This Week

A settlement of Universal's long-pending tax claims with the U. S. Treasury which it is estimated may return approximately $3,000,000 to the company, may be concluded within a matter of days.

An agreement for a settlement on a formula basis had been arrived at late last week and was being translated to dollar terms when questions arose which delayed a closing.

Prior to that, it had been expected that the settlement agreement could be placed before the Universal board of directors at its scheduled meeting here this week. The delay encountered is not expected to be protracted, however, and at the weekend there appeared to be still some possibility that a final proposal might be ready for board action at a deferred meeting this week.

Universal's claims are for excess profits taxes paid for the period from

(*Continued on page 6*)

AMPA Leaders Veto Dissolution Move

Max E. Youngstein, president of the Associated Motion Picture Advertisers, reported at the weekend that the trustees and board of directors had voted against a move to dissolve the organization. The action was taken at a luncheon-meeting Friday.

Executives at the meeting declared, in part: "AMPA has a long and honored record of service to the film industry, and it is our desire

(*Continued on page 6*)

Morgan Claims Use Of Shorts Increases

"There is a marked increase in the use of short subjects in the South," Oscar Morgan, Paramount's general sales manager of short subjects, reported here at the weekend upon returning from a 10-day visit to Charlotte, Atlanta and Jacksonville, during which time he met with exhibitors in each city and surveyed their sugges-

(*Continued on page 5*)

Personal Mention

ANDY W. SMITH, Jr., 20th Century-Fox sales vice-president, LEM JONES, his assistant, and SAM SHAIN, exhibitor relations head, left here yesterday for New Orleans to attend the Gulf States Allied meeting there today and tomorrow.

•

SAM CARVER, formerly managing director of Detroit Consolidated Theatres' Grand, has been appointed manager of the Gayety, one-time burlesque house in Detroit now being remodeled for films.

•

ROBERT M. BOWERS, formerly manager for Allied in Memphis, and now connected with Zermae Theatres at Memphis, is recovering there from an appendectomy.

•

ROLAND HOFFMAN, Paramount-Richards Theatres relief manager in New Orleans, has undergone an appendectomy at the Hotel Dieu there.

•

WILLIAM SUDA, former manager of the U.S. Army Picture Service at Atlanta, has joined Warners there as special sales representative.

•

PETER LEVATHES of 20th Century-Fox left here yesterday with SPYROS P. SKOURAS, company president, for Hollywood.

•

JOSEPH ROSEN will be in charge of Boston's new American Theatres Supply Corp., which will begin operations on Jan. 1.

•

MICHAEL ZIDE, son of JACK ZIDE of Detroit's Allied Film Exchange, has joined his father as assistant booker.

•

WILLIAM JAFFE, film attorney, is the father of a baby boy born last Tuesday.

•

DR. E. M. HONAN, Altec-Lansing engineering manager, has returned to Hollywood from New York.

•

E. Z. WALTERS, Altec Service comptroller, is in New York from Hollywood.

•

CECIL B. DEMILLE left here over the weekend for Hollywood.

UNESCO Anti-Bias Film Program Slated

The United Nations Educational, Scientific and Cultural Organization in the near future will launch a far-flung film program along documentary lines in an effort to remove "misunderstandings and prejudices between countries." Film star Myrna Loy, who has been active for the last two years in UNESCO, made the statement this week following meetings with Hollywood motion picture leaders, 20th Century-Fox reported here at the weekend.

Miss Loy will consult with UNESCO executives in January after she has completed "Cheaper by the Dozen" for 20th Century-Fox.

Tradewise . . .

By SHERWIN KANE

HAROLD WILSON, president of the British Board of Trade, his government's most immediate officer-in-influence in matters pertaining to the British film industry and that country's trade relations with the American industry, left behind him here new friends and vastly increased respect when he boarded a British Overseas Airliner at Idlewild for his return to London over the past weekend.

Veteran leaders of the American industry were genuinely impressed by the 33-year-old British official's sagacity, shrewdness (or should we say insight?) and his evident capabilities. Wilson left no doubt in anyone's mind here that he is fully equipped to take care of himself and discharge his responsibilities without apology to anyone.

The consensus of opinion of those industry executives who met and talked with him during his brief visit to this country was that, if Wilson reflects the views of his government, the British film industry will be accorded all reasonable aid to work out its salvation in its current period of trial and that the trade relations of the American industry with Britain will be continued on as fair a business basis as is compatible with Britain's convalescing economy.

•

Better breaks for the American industry's British commerce are to be expected only in proportion to improvement in that country's economic condition. Since there is no fundamental improvement discernible at this stage, it is wishful thinking to believe that there is a chance of persuading the British government to allow more than the present $17,000,000 in annual remittances when the current monetary pact comes up for review next year.

However, a basic improvement in Britain's economy by next spring could and should alter the bargaining status of both sides. That suggests that the American industry might be guilty of being a bit hasty should it accept Wilson's invitation to review the monetary pact late next month or early in February.

•

As for the British government's attitude toward its own film and theatre industry, it would appear from Wilson's observation's that there is extremely little prospect of the socialist government decreeing nationalization of production, distribution or exhibition. Wilson let it be known that his government recognizes the motion picture as an integral part of Britain's communications industries, as much entitled and privileged to freedom of expression and the direction of its own destinies as is the country's press.

That does not rule out government aid to the British industry, but it seems reasonable to believe that future subsidies from the government will be limited to emergency measures at individual commercial levels, rather than the application of industry-wide antidotes which might lead to nationalization.

Wilson had no "surprises" for the American industry. He left behind him no edicts, no "or elses."

He would like to see more American money, dollars or sterling, but dollars first, spent in Britain. He would like to see British pictures earn more money over here. But he does not expect any American company or theatre to commit business suicide in an effort to bring about those ends.

Harold Wilson left behind him here some very excellent impressions. His visit may have done more to improve relations between the American industry and Britain than anything that has happened in the past several years.

• •

So pleasant for all concerned was Eric Johnston's recent social evening to mark the opening of the Motion Picture Association's private Academia Theatre in Washington, at which President and Mrs. Truman and Harold Wilson were the guests of the MPAA directors, that the affair may be perpetuated by Johnston as an annual one. The idea is being given consideration.

The President apparently enjoyed the evening thoroughly. He explained to his hosts on his arrival that he is not a stay-up and might be obliged to excuse himself early. "Samson and Delilah" kept him in his chair to the end and he remained for more than an hour after the showing. Secret Service men remarked that it was the latest they had known the Chief Executive to stay out in many a month.

Newsreel Parade

PRESIDENT TRUMAN on vacation and the Dallas plane crash are current newsreel highlights. Other items include the coal strike, the Colombia election, and sports. Complete contents follow:

MOVIETONE NEWS, No. 97 — Plane crash in Dallas. Army's new cargo plane. President Truman in Florida. Canada searches Arctic area for lost priest. Billiard tricks. First hours of a thoroughbred.

NEWS OF THE DAY, No. 227—Field Marshal Montgomery blasts Communism. Colombia torn in political upheaval. Air crash victims fly again. Miss Truman meets the press. Billiard wizard. Super ski maids.

PARAMOUNT NEWS, No. 30 — Sports feature: Baseball in December.

TELENEWS DIGEST, No. 48-B — J. Parnell Thomas faces sentence. Congress looks at the world. Military display in Czechoslovakia. John L. Lewis and coal strike. George V. Allen sworn in as Ambassador to Yugoslavia. Strike crisis in Paris. Fishing by electricity in Czechoslovakia.

UNIVERSAL NEWS, No. 305—Twenty-eight die in air crash. Riots mark election in Colombia. Northwest storm. President Truman vacations in Florida. New plane. Paris strike. Football. Water skiing.

WARNER PATHE NEWS, No. 32—President Truman on vacation. Coronation in Monaco. John L. Lewis and the coal strike. Dallas plane crash. WACS on bivouac. Mail early for Christmas. Lambert trophy. Football.

Smith Cites 'Pinky's' Expanding Records

"Pinky's" performance in the South, as well as around the country, has been "unprecedented," according to Andy Smith, Jr., 20th Century-Fox sales vice-president. He said the picture has gone into a third week at the Roxy Theatre in Atlanta, which generally holds to a one-week run, and also reported a record opening day in New Orleans. (New Orleans reported a $3,800 record opening gross for "Pinky" at Loew's State in that city.)

With the announcement of the "Pinky" record in New Orleans, Smith stated: "It would have been impossible to achieve this business, as well as the other record grosses around the country, without the unparalleled support of exhibitors. Showmen have gone out of their way to deviate from regular policy with 8:30 A.M. openings, and to advertise and publicize the picture as a major event. They have brought people into theatres who will become regular moviegoers for all pictures produced by the industry. Every assistance has been given to set a pattern for continuing expansion and progress on the part of all facets of our business."

Goldsmith Resigns As SPG Executive

Resignation of Len Goldsmith, business director of the Eastern Screen Publicists Guild, was announced here at the weekend. An SPG spokesman said the resignation was due to "personal reasons and ill health." Goldsmith was a key figure in the recent contract negotiations between the union and the majors. A successor to Goldsmith will be announced shortly.

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Everything's JUMPIN'!

Business is too For Betty's red-hot in "RED, HOT AND BLUE"

You haven't had a Hutton-hurricane like this since "Perils of Pauline." Her frantic antics and sizzling songs are getting fanfares from her fans in Denver, Des Moines, Minneapolis, St. Paul, New Orleans, Dallas, Kansas City and points north, south, east and west!

Yes, Betty's back in high! Rushes of her terrific performance in "Let's Dance" co-starred with Fred Astaire, are sensational. But no need to *wait*—get your "Red, Hot and Blue" date now from

Paramount

Coming Events

Dec. 5-6 — Allied Motion Picture Theatre Owners of Western Pennsylvania annual convention, William Penn Hotel, Pittsburgh.

Dec. 6-7—Allied Theatre Owners of the Gulf States third annual convention, Jung Hotel, New Orleans.

Dec. 12-13—Conference Committee of the Motion Picture Industry meeting on public relations, Hotel Shoreham, Washington.

Dec. 13—Allied Independent Theatre Owners of the Mid-South business meeting, Hotel Chisca, Memphis.

Dec. 15—Allied Theatre Owners of New Jersey annual beefsteak dinner, Ritz Restaurant, Passaic.

Crouch Back to Capital

CLEVELAND, Dec. 4. — Orville Crouch, who came here two years ago from Washington to succeed the late Charles Raymond as Loew's Theatres division manager, has returned to Washington temporarily to take over supervision of the Washington division in the absence of Carter Barron, who has been loaned to President Truman to assist in organizing the District of Columbia sesque-centennial celebration.

New Home Office in N. Y. for Republic

Republic will move its home office from its present location at 1790 Broadway here to the new Mutual Life Insurance Building now under construction a few blocks away at 55th Street and Broadway.

The new building is expected to be ready for occupancy late next spring at which time Republic will take over at least one full floor.

Kalmenson to Preside

(*Continued from page* 1)

South Eastern; Doak Roberts, South Western; Henry M. Herbel, West Coast; and Haskell M. Masters, Canada.

Home office executives attending the meeting will include Mort Blumenstock, vice-president in charge of advertising-publicity; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian sales manager; John Kirby, Southern sales manager; Norman H. Moray, short subjects sales manager; Ed Hinchy, head of the playdate department; I. F. Dolid, assistant to Kalmenson; Norman Ayers, assistant to Lapidus, Bernard Goodman, supervisor of exchanges, and Ben Abner, Metropolitan branch manager.

Music Hall's Pageant Opens on Thursday

Radio City Music Hall will open its annual Christmas show on Thursday, again presenting the "Nativity" pageant and a special seven-act stage show, "Good Cheer." On the screen will be M-G-M's Technicolor musical, "On the Town."

The "Nativity" pageant, already seen by many millions at the Music Hall, tells the story of the first Christmas with scores of performers. Alexander Smallens will conduct the orchestra and choral ensemble, with Norman Wyatt as narrator.

UA Profit-Sharing

(*Continued from page* 1)

voted to a survey of the UA releasing program for the next year, its "biggest in years." Merchandising, sales, advertising and publicity plans were outlined for the company's product line-up which includes:

"Champagne for Caesar," starring Ronald Colman and Celeste Holm; "Mrs. Mike," starring Dick Powell and Evelyn Keyes; "The Men," starring Marlon Brando and Teresa Wright; "Deadly Is the Female," starring Peggy Cummins and John Dall; "D. C. A.," with Edmond O'Brien; "The Big Wheel," Mickey Rooney, Thomas Mitchell; "Indian Scout," George Montgomery, Ellen Drew; "Quicksand," Mickey Rooney, Barbara Bates; "A Kiss for Corliss," Shirley Temple, David Niven; "Escape If You Can," Paul Henreid; "If This Be Sin," Myrna Loy, Peggy Cummins; "Johnny One-Eye," Pat O'Brien, Wayne Morris, and Dolores Moran; "The Whip," Herbert Marshall, Dan Duryea; "Iroquois Trail," George Montgomery, Brenda Marshall; "The Iron Cage," June Havoc; "Here Lies Love," Robert Young.

The convention was presided over by Paul N. Lazarus, Jr., executive assistant to Sears. Other speakers included Eastern general sales manager Edward Schnitzer, Western and Southern general sales manager Fred M. Jack, operations vice-president Harry D. Buckley, and advertising-publicity director Howard LeSieur.

M-G-M to Hold 95 'Battleground' Trade Shows in the Field

M-G-M will hold its second series of "Friendship Meetings," this time for "Battleground," it was announced by William F. Rodgers, sales vice-president, at the week-end. "Battleground" will not be trade-shown in projection rooms, but instead M-G-M will screen it in theatres in 28 exchange cities and 67 cities and towns removed from key centers but near the homes of exhibitors in various parts of the country. In addition to theatre owners, leaders in civic and state affairs, education and the Army, as well as film and radio critics will be invited to the 95 special showings.

The showings will take place over a period of two weeks, the first in Chicago at the Vogue Theatre on Dec. 15. On Dec. 16, it will be shown at the Center Theatre, Charlotte, and the Webster Theatre, Rochester, N. Y.

Lippert Has Filmed 16 of Planned 33

HOLLYWOOD, Dec. 4.—Lippert Productions will have completed 16 features and two shorts during the June-through-November period, setting a new production mark for the company. The firm has scheduled 33 features and six shorts during 1949-50. Three pictures will roll during December, bringing the total to 19 by Jan. 1. This will leave 14 features and four shorts to be made during the first five months of 1950.

During 1948-49 the company has 16 features.

Barron Visits Truman

WASHINGTON, Dec. 4.—Carter Barron, M-G-M Washington representative, left here Friday for Key West to visit President Truman and his party. He carried with him a print of M-G-M's "Battleground."

you'll wish this trip to Los Angeles lasted longer!

A flight to Los Angeles on *"the Hollywood"* is a short one no matter how you look at it. Actually, you leave at noon and arrive at 8:30 p.m., stopping only at Chicago en route.

But the timetable is hard to believe. What with the superb service aloft, United's delightful hospitality (including delicious full-course meals), and the pleasant companionship of your fellow-passengers, the flight seems even shorter.

UNITED AIR LINES

Sees Good Music in Theatres Increasing

Detroit, Dec. 4.—The Little Symphony Orchestra has been booked for a series of concerts at the Michigan Theatre, beginning at noon Jan. 1. The orchestra will be presented in addition to regular film attractions, reports Earl J. Hudson, president of United Detroit Theatres, who said, "the engagement of the orchestra is a natural result of the growing interest of our patrons in better music," Hudson explained. "This interest has developed steadily with the introduction of this type of music in many pictures we have played recently," he added.

Spyros P. Skouras, 20th-Fox president, has been negotiating with the famed Philharmonic Orchestra to give a series of concerts, with films, in the Roxy Theatre in New York.

Review

"The Lady Takes A Sailor"

(Warner Brothers)

A FRESH and breezy treatment has been given the familiar yarn about a boy and girl who are in love with one another yet are constantly at odds. Jane Wyman and Dennis Morgan are the principals of the title, with acting support coming from Eve Arden, Robert Douglas and Allyn Joslyn. Under the direction of Michael Curtiz, the cast romps good naturedly through a series of adventures that makes for pleasant, if somewhat featherweight, entertainment.

Miss Wyman is a highly successful careerist. One day while sailing, her boat is overturned by a strange amphibious underseas tank operated by Morgan. Always the gentleman, Morgan is left no alternative but to rescue the lady in distress by taking her into the shelter of his odd-visaged craft. It just so happens, however, that Morgan is a naval officer engaged in top-secret marine work for the government. Thus when Miss Wyman finally tries to explain her underseas adventure to interested friends, they do not believe her, and some even suspect her sanity. There appears to be only one way for her to prove her story, and that is to produce undersea photographs she had taken. The way she gets the photos from Morgan and the way he gets them back again in a series of reiterative sequences forms the latter part of the story.

Harry Kurnitz has filled out his production with several minor sub-plots and some excellent characterizations. Miss Arden is the sophisticated companion of Miss Wyman, and a series of pungent remarks, on an adult level, proceed from her lips. Tom Tully is enjoyable as a safe-cracker, and so is Joslyn as the stuffy, well-bred suitor of Miss Wyman. Everett Freeman's screenplay was written from a story by Jerry Gruskin.

Running time, 99 minutes. Adult audience classification. Release date, Dec. 24.

MANDEL HERBSTMAN

RKO Books 'Hamlet'

(*Continued from page* 1)

90 cents and $1. As in the case of "Joan of Arc," RKO will make student tickets available for about 60 cents. An RKO spokesman said at the weekend that the circuit is counting heavily on the student tickets, as it did successfully with "Joan."

In discussing its complaint against Columbia for increasing rentals for "Jolson Sings Again," which exhibitors charge forces them to raise admissions, executives of the Theatre Owners of America on Nov. 15 admitted that there might be some rare classics with special appeal, like "Hamlet," for which theatres might feel special treatment and higher admissions are in order.

The J. Arthur Rank production will move into the RKO circuit starting Jan. 16, following its record run of more than 64 weeks at the Park Avenue Theatre here on a reserved-seat, two-a-day basis. The picture will close at the Park on Dec. 21.

The RKO circuit booking of "Hamlet," across-the-board, marks the second major circuit booking, and follows the booking of the picture into the entire Fox-West Coast circuit several weeks ago.

"It is in line with U-I's policy to give 'Hamlet' the widest possible general release in the U. S.," said U-I.

"Hamlet" is the first non-Hollywood-produced film to win the Academy Award as the best picture of the year. It has also won four other Academy Awards in addition to some 40-odd other awards in the U. S. and throughout the world.

Judge Tells Goldwyn, Pickford to Settle

HOLLYWOOD, Dec. 4.—Samuel Goldwyn's attempts to get a receiver appointed to take over the old United Artists studio, owned by Goldwyn and Mary Pickford and being used at present by the producer, met another rebuff on Friday when Superior Judge Paul Nourse ruled that receivership would not solve the issue. The jurist recommended that Goldwyn and Miss Pickford "get together and settle their own differences."

'Dancing' Tieup Set With Astaire Studio

Nearly 500,000 filmgoers in 33 cities will receive free dancing lessons under the terms of a tie-up concluded with the Fred Astaire Dance Studios by 20th Century-Fox in connection with "Dancing in the Dark."

The promotion, offered at no cost to key theatres, provides that on the opening day of "Dancing in the Dark," in every city where Astaire salons are located, a free $5 dance certificate will be given to every patron entering the theatre. The tie-up represents a giveaway in dance lessons by the Astaire group of $2,500,000, it was said. The Astaire organization will provide two hostesses at booths in each theatre to give patrons the dance certificates.

In addition, the dance studio will supply from three to six couples from its teaching staff to perform on the stages of theatres playing the picture to introduce the new "Dancing in the Dark" step.

Use of Shorts Up

(*Continued from page* 1)

tions and opinions concerning the use of short subjects and newsreels in their theatres.

Morgan has been visiting a number of key cities for the past three months, meeting with exhibitors so that their suggestions and observations might be utilized in the formulation of the Paramount short subject program for 1950.

"The fact that the use of shorts is on the increase in the South is important from a national standpoint," he stated. "The South has always been the gauge of the way shorts are going, and the trend there is a tipoff to what is happening nationally."

Morgan also said he did not find any situation in the South where newsreels were not on the program.

Mrs. Irene Jacobs, 49

HOLLYWOOD, Dec. 4.—Private funeral services were held here Saturday for Irene Jacobs, 49, wife of William Jacobs, Warner producer. She died Thursday following a long illness.

100 Theatres in S.W. Book 'Sundowners'

What is described as the greatest number of territorial day-and-date engagements ever to break in the Southwest is being lined up by Eagle-Lion for "The Sundowners," with more than 100 key houses throughout Texas Oklahoma and Louisiana already set to open during the week following its world premiere at the Paramount and State Theatres in Amarillo, Tex., on Jan. 30.

Announcement of the bookings for the Technicolor feature which introduces John Barrymore, Jr., was made Friday by William J. Heineman, E-L distribution vice-president, who declared that the figure would probably be much increased through the great number of key circuit and independent houses which have asked for bookings.

Condon, Braden to Tour 300 Towns ToPromote'Samson'

Dick Condon, national coordinator for "Samson and Delilah," and Frank Braden, will leave here today on the first leg of a tour of 300 Paramount "key evaluating" towns, it was announced Friday by Max E. Youngstein, national director of advertising-publicity.

Working as a team out of 22 major cities where they will set up field headquarters, Condon and Braden will cover publicity, advertising and exploitation for the film.

Condon and Braden will promote "Samson" with press and radio; plant contests; arrange tieups with principal retail outlets on store-wide promotions; discuss the Youngstein policy on advertising with branch managers; and arrange meetings with exhibitors where indicated by the sales department.

The team will travel with some 600 pounds of publicity and exploitation gear, and will set up a "Samson and Delilah" exhibit in each of the 22 field headquarters.

Unreserved Seats at 'Samson' Premiere

Premiere of "Samson and Delilah" at both the Paramount and Rivoli here on Dec. 21 will be open to the public with tickets to be sold on an unreserved basis, A. W. Schwalberg, Paramount vice-president anl general sales manager, announces. He pointed out that heretofore the custom has been to sell reserved seats with preferential locations going to a selected audience of celebrities.

Kerz on 'Criminals'

Laurel Films will produce "The Criminals" both as a Broadway stage play and a motion picture, the play in association with Mark Marvin. Leo Kerz will be production designer of both versions.

'U' May Get

(*Continued from page* 1)

1941 through 1946. The company's total taxes for the period amounted to approximately $20,000,000, and the claims entered were for the full amount paid less the normal taxes amounting to approximately $10,000,000.

For the first two years of the period Universal paid the excess profits tax in full. After filing its claim in 1943 the company withheld one-third of the excess profits tax, as permitted under the law. The government reportedly offered a settlement of something in excess of $1,000,000 early last year, which was refused by the company at that time.

Presumably reacting to reports of the imminence of a large tax refund, Universal's common stock jumped several points in value on the New York Stock Exchange late last week.

Annual Depinet Drive

(*Continued from page* 1)

Drumm and Sid Kramer. In addition to Mochrie, who will supervise the campaign, a home office drive team has been established, consisting of S. Barrett McCormick, advertising director; Terry Turner, director of the exploitation staff; Rutgers Neilson, publicity manager; A. A. Schubart, director of exchange operations, and M. G. Poller, assistant to Mochrie.

The drive leaders and assistants will head for the company's exchange centers immediately, with preliminary meetings beginning today, launching the 13th campaign named in honor of Depinet.

Two TOA Circuits Ask FCC For Theatre TV Frequencies

WASHINGTON, Dec. 4.—American Theatres Corp. and Neighborhood Theatres, Inc., two large Theatre Owners of America members, have asked the Federal Communications Commission to allocate special frequencies to theatre television.

Their petitions, latest in a series being filed by TOA units and TOA members to induce the FCC to act soon, were filed late Friday. American Theatres of New England is headed by TOA's president, Samuel Pinanski, while Neighborhood Theatres, which operates 45 houses in Virginia, is headed by Morton G. Thalheimer.

Meanwhile, it was learned that FCC attorneys have been gathering material to prepare its announcement scheduling hearings on the industry's request for frequencies. Industry attorneys are hopeful that the Commission might before Christmas formally announce its intention to hold hearings, and set a specific date.

It is believed that the earliest such hearings could be held is in April or May. The Commission is scheduled to resume in February lengthy proceedings on color television, and must also hold extensive hearings on the use of ultra-high frequencies and frequency allocations for TV broadcasting before it can get to theatre TV.

Ascap-TV Pact

(*Continued from page* 1)

period from Jan. 1 last year, or from the date individual stations went on the air thereafter, is expected to produce about $175,000 for Ascap. The society reached an agreement earlier on blanket rates, but still has to obtain extensions from its members to license television rights before a long term contract can be concluded with networks and independent stations.

Favorite Films Expands

Expansion of both its domestic and foreign distribution business has caused Favorite Films Corp. to acquire considerable additional space for its home office here, 151 West 46th St.

Wisc. Allied

(*Continued from page* 1)

and discussed high rentals. Jack Kirsch, Illinois Allied head, said that competitive bidding as applied in Chicago works for the benefit of the distributor.

Marcus, the new president, suggested that exhibitors in towns of 4,000 or over should buy property to prevent outsiders from coming in to build drive-ins. He also urged more attendance at screenings to enable Allied's Caravan to furnish a more accurate report.

Subsequent run and small town exhibitors further resolved to set up their own special screenings. A special screening committee is to be selected by the new board of directors. It was decided to have regular weekly screenings for the small towns and subsequent run theatres for the purpose of issuing a weekly report to establish the potential value of each picture.

The Caravan was approved for another year after considerable discussion. Committee chairmen of the three exhibitor groups which had morning sessions were Eric Brown, small towns; Sig Goldberg, subsequent runs; and Russ Leddy, large towns. Chief complaint of the subsequent runs is that in certain cases affiliated theatres have been given special privileges in jumping clearance over subsequent run houses.

The newly elected board of directors comprises Arnold Brumm, Andrew Spheeris, Charles Trampe, Edward Johnson, Floyd Albert, Marcus, Harry Melcher, Leddy, Eric Brown, C. Baldwin, S. J. Goldberg, John P. Adler and F. J. McWilliams.

Kesner Is UA Theatre Ad-Service Director

LOS ANGELES, Dec. 4.—Appointment of Robert Kesner as director of advertising and head of the United Artists Theatre's community service department, has been announced here by Pat DeCicco, head of the California group of U. A. Theatres. Kesner will work directly under DeCicco and Nick John Matsoukas, national director of advertising and head of the department.

Idea of such a department being a major part of operation within the circuit, although new on the Coast, is a plan that has for many decades been operated by George P. Skouras.

PCCITO Unit Reelects Hone

SEATTLE, Dec. 4.—James M. Hone was re-elected executive secretary of the Independent Theatre Owners of Washington, Idaho and Alaska at its meeting last week. Other officers elected were: Leroy Johnson, treasurer; Jack Neville, auditor; L. O. Lukan, local trustee to the Pacific Coast Conference ITO; and Fred Mercy, Jr., alternate trustee.

Elected to the board of directors were: Mildred Wall, Lewiston, Idaho; Mike Barovic, Puyallup; L. A. Gillespie, Okanogan; Lionel Brown, Edmonds; W. D. McDonald, Olympia; Erwin Fey, Renton; Joe Rosenfield, Spokane; Chester Nilsson, Tacoma; Mercy, Yakima, and Joe Danz, Pete Higgins, Walter Coy, Lukan, Shearer and Neville, all of Seattle.

Pending litigation against Ascap and present tax structures were discussed but no resolutions were passed or specific action taken.

Music Licensing

(*Continued from page* 1)

in consequence of the conferences, the first of which was held two weeks ago, will be incorporated in the amended decree which the Department now is negotiating with the American Society of Composers, Authors and Publishers.

Proposals discussed included the retention by Ascap of the licensing rights for music used in motion pictures, the Society to clear the rights for producers; negotiation of rights to music by the producers themselves, directly with individual copyright owners, or the designation of some new agency to clear the rights for producers.

Indications were that no decision was reached at the Friday meeting and that further conferences will be held.

AMPA Leaders Veto

(*Continued from page* 1)

to further our endeavors. We will continue to promote goodwill within, and outside of, the motion picture sphere, and our program for the coming year, soon to be announced, will be directed toward that end."

AMPA will hold its annual Christmas party on Dec. 21, at a place yet to be announced. Harry K. McWilliams is chairman.

Appointment of Jacques Kopfstein to replace the late Harry Blair as treasurer was announced by Youngstein, who also named Jerry Pickman as a trustee to replace Kopfstein.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 108 NEW YORK, U.S.A., TUESDAY, DECEMBER 6, 1949 TEN CENTS

Would Correct Trust Abuses By Education

Sawyer Offers Approach To Aid Businessmen

WASHINGTON, Dec. 5.—A new government approach to its anti-trust policy, emphasizing education, cooperation and keeping businessmen informed as to what they legally can and cannot do, was outlined over the weekend by Commerce Secretary Charles Sawyer.

Sawyer's announcement immediately brought to mind Motion Picture Association of America president Eric Johnston's recent testimony before the Celler Monopoly Investigating Committee when he emphasized businessmen's ignorance of what the laws really permit and urged a Federal agency to advise businessmen on this matter.

Though the Sawyer idea follows

(*Continued on page 5*)

Kelly Weighs Plans For UA Economies

Arthur W. Kelly, executive vice-president of United Artists, has begun a survey of the company's foreign distribution subsidiaries to determine where it would be practicable to cut down on operations.

Indications are that some, but far from all, UA foreign offices will be closed and distribution arrangements with native agencies will be made either in outright deals or on percentages.

In contrast with domestic distribu-

(*Continued on page 5*)

WB Pay Raise Talks Hit Deadlock Here

Warners and the IATSE Motion Picture Home Office Employes Local No. H-63 have reached an impasse in negotiations for a new contract for the company's 550 "white collar" workers here.

Following a request by the local for assistance in breaking the deadlock, "IA" International president Richard F. Walsh has appointed international vice-president James J. Brennan to sit in on the next union-management par-

(*Continued on page 4*)

Smith on Hughes' Not RKO, Affairs

Malcolm Smith, vice-president of Hughes Tool Co., is handling financial matters for Howard Hughes' enterprises exclusively during his current stay in New York, none of which have any connection with RKO, in which Hughes owns a controlling stock interest. Smith's current assignment is expected to be concluded within the next few days.

The fact that Smith was provided offices at RKO gave rise to an erroneous report last week that he would replace John Whitaker, who resigned concurrently as a vice-president of RKO. The company states that no successor to Whitaker will be named.

Western Pa. Allied Opens 29th Meeting

PITTSBURGH, Dec. 5.—Saying he had heard a lot about the "victory" won this year by the independents, Morris Finkel, president of the Allied Motion Picture Owners of Western Pennsylvania, opened the organization's 29th convention here today with the hope "we can win the peace." He referred to higher film rentals.

Al Schwalberg, Paramount sales vice-president, told the exhibitors he would like to have "happy customers" and advocated closer exhibition-distribution relations. William L. Ains-

(*Continued on poge 2*)

5th & Walnut Loses Appeal

WASHINGTON, Dec. 5.—The U. S. Supreme Court today refused to hear an appeal by Fifth and Walnut, Inc., from lower court decisions throwing out its anti-trust suit against major film distributors.

The court did not give any reason for its action, merely noting that it would not review the lower court rulings. Justices Clark and Douglas did not take part in the action. Unless Fifth and Walnut asks the high court to reconsider its action—and the court rarely does change its mind in such circumstances—today's action apparently writes "finis" to the Louisville exhibitor's damage suit.

Fifth and Walnut and its president, Albert J. Hoffman, brought the suit in New York, charging the film companies with violating the anti-trust laws by conspiring to deprive Fifth and Walnut's National Theatre in Louisville of first-run product. Named

(*Continued on page 5*)

'Solid' E-L Future Cited by Heineman

By Jan. 15, Eagle-Lion will have built up a product backlog and concluded distribution agreements that will make the company's future look "solid and bright," distribution vice-president William J. Heineman declared here yesterday upon his return from six days of product conferences on the Coast.

While on the Coast, Heineman con-

(*Continued on page 4*)

High Court Again Denies Park-In Patent Appeal

WASHINGTON, Dec. 5.—The U. S. Supreme Court today refused to reconsider its earlier decision not to review a lower court ruling that the Hollingshead Drive-in Theatre structure patent is invalid.

On Oct. 10, the Court decided not to hear an appeal by Park-In Theatres, Inc., present holders of the Hollingshead patent, from a decision of the first Circuit Court of Appeals. Park-In on November 9 requested the High Court to reconsider its action, declaring that the case was a test case for the entire drive-in industry and that it would have to bring about 600 new suits against drive-in operators if the decision were not reviewed. Despite this, the Court today said it

(*Continued on page 5*)

Broidy Group Buys 100,000 Mono. Shares

Hollywood, Dec. 5. — Steve Broidy, president of Monogram Pictures Corp., disclosed here today that a syndicate composed of himself; George D. Burrows, executive vice-president; Scott R. Dunlap, producer, and Sam Wolf, secretary, have purchased 100,000 shares of Monogram common stock, at $4.00 a share, from a group headed by L. E. Wolfson of Jacksonville, Fla.

Wilby, Kincey Consummate Sale to Para.

They Stay with Circuit; 104 Theatres in Deal

ATLANTA, Dec. 5.—R. B. Wilby and H. F. Kincey announce consummation of the sale of their interests in about 104 theatres to Paramount. Associated with Wilby and Kincey in the ownership acquired by Paramount were the estate of Arthur Lucas, Sylvain Baum and his family, of Montgomery; the estate of Walton Hill, Montgomery; R. M. Kennedy, Birmingham, and J. H. Harrison, Atlanta. Purchase price was not revealed.

Wilby and Kincey and a group of other executives associated with them will continue as the operating heads of the circuit, employed by Paramount.

The operating companies involved in the sale are Alabama Theatres,

(*Continued on page 4*)

$656,250 Bill for Stockholders' Suits

Plaintiffs' general counsel Milton Pollock, court referee Jacob Demov and some 20 other attorneys and accountants who were engaged in the $3,500,000 settlement of the minority stockholder suits against National Theatres and 20th Century-Fox will share $656,250 which has been designated by New York Supreme Court Justice Ferdinand Pecora for legal fees and expense allowance.

Under the allowance by Pecora, who said he felt compelled to put the

(*Continued on page 4*)

Owners Plan Today For Ala. Tax Fight

MONTGOMERY, Ala., Dec. 5.—Alabama Theatre Owners and Managers Assocation, a Theatre Owners of America affiliate, will meet here tomorrow to formulate plans and strategy for fighting a threatened state "use" tax which would be added to the price of theatre admissions.

ATOMA president William R. Griffin will preside at the meeting, and TOA executive director Gael Sullivan, due to arrive this evening from New York, will be the principal speaker.

NEWS in Brief . . .

RESIGNATION of James L. Murphy, assistant to Motion Picture Association of America's London office chief Fayette W. Allport, was announced here yesterday by John G. McCarthy, managing director of MPAA's international division.

•

Washington, Dec. 5.—The National Labor Relations Board will hear tomorrow a request by the Toledo Projectionists Association for a bargaining representative election in Balaban and Katz's Princess Theatre. The Toledo group might be the nucleus of a new projectionists outfit independent of IATSE, if it wins this case.

•

A new union contract, providing for a general pay increase of approximately 10 per cent, retroactive to Dec. 1, 1948, has been won for the home office "white collarites" of Paramount News by IATSE Motion Picture Home Office Employes Local No. H-63, it was reported here yesterday by Russell Moss, the local's executive vice-president.

•

Boston, Dec. 5.—John P. Good, Paramount Buffalo sales manager who was stricken with polio last month, is due here late tonight for treatment at Boston Hospital. Good traveled in an iron long and was accompanied by his wife and his father, Dr. Frederick Good, a surgeon here.

•

KEY WEST, Fla., Dec. 5.—M-G-M's "Battleground" was shown to President Truman and his official party here last night. Obviously favorably impressed, the President commended the picture as a vivid memorial of one of the historic battles of the last war. Arrangements for the screening were made by Carter Barron, Loew's special representative in Washington.

•

Washington, Dec. 5.—The FM Association and the National Association of Broadcasters plan to merge around the first of the year, it was announced today. The NAB board approved a merger plan last month, and the FM Association approved it today.

•

Stage and film notables associated with the Actors' Temple here will stage an all-star benefit show for the synagogue on Dec. 11 at the Mansfield Theatre, it was announced by Rabbi Bernard Burstein, leader of the congregation.

Harry Buckley's Brother

Harry D. Buckley of United Artists, is in St. Louis to attend the funeral of his brother, Horace G., who died suddenly this past weekend. Interment will be tomorrow afternoon.

Bridgeport Exhibitor Dies

HARTFORD, Dec. 5.—Morris B. Kaufman, owner of the Liberty Theatre, Bridgeport, died recently, it was learned here today.

Personal Mention

LOUIS B. MAYER is due here from the Coast next Monday.

•

ELLIOT D. TROTTA, son of VINCENT TROTTA, of National Screen Service's advertising art department, has been notified by the Art Foundation that his art entry has won an award and will be exhibited in New York in January.

•

JOHN DAVIS, J. Arthur Rank Organization managing director, will return here from Toronto either today or tomorrow.

•

HENRY KING, 20th Century-Fox director, will be in Boston from New York tomorrow.

•

WILLIAM HEINEMAN, Eagle-Lion distribution vice-president, returned here yesterday from the Coast.

NED E. DEPINET, RKO president, has returned to New York from Texas.

•

ABRAM F. MYERS, Allied States general counsel, will leave Washington today for New Orleans to attend the convention of Allied Theatre Owners of the Gulf States.

•

J. ROBERT RUBIN, Loew's vice-president, has been appointed initial gifts chairman of the Syracuse University building and development program.

•

AL HORWITS, Universal-International studio publicity director, will arrive in New York today from New Orleans and Hollywood.

•

MOREY GOLDSTEIN, Monogram-Allied Artists sales executive, will leave here tomorrow for Hollywood.

18 Christmas Dates For 'Foxes' in Canada

Use of all "Prince of Foxes" prints allotted to Canada for the holidays was announced here yesterday by Andy W. Smith, Jr., sales vice-president for 20th Century-Fox, as word from Canadian division manager Arthur Silverstone revealed that 18 dates have been set in the Dominion for Christmas, as follows:

University and Eglinton theatre, Toronto; Capitol, Ottawa; Century, Sudbury; Royal, Guelph; Capitol, Sarnia; Capitol, London; Capitol, Montreal; Paramount, Rouyn; Strand, Vancouver; Dominion, Victoria; Palace, Calgary; Capitol, Edmonton; Metropolitan, Winnipeg; Capitol, Fort William; Paramount, St. John; Imperial, Moncton; Paramount, Sydney.

Hayes Goetz, Son of Ben, Named Producer

HOLLYWOOD, Dec. 5.—Hayes Goetz, son of Ben Goetz, M-G-M production head in England, has been made a producer after having served as associate to Arthur Hornblow, Jr. His first will be a Bulldog Drummond story which Gerard Fairlee, who has authored more than a score of books on the sleuth, has been commissioned to write. Fairlee has arrived from England to prepare a script.

'Hamlet' Stays Longer

Universal - International yesterday decided to extend the run of "Hamlet" at the Park Avenue here beyond New Year's instead of closing on Dec. 20. A heavy run on tickets followed announcement of the originally-scheduled closing, it was said.

Mrs. Bryan Foy, 53

HOLLYWOOD, Dec. 5.—Requiem Mass will be held tomorrow morning at Mount Calvary Mausoleum, North Hollywood, for Vivian C. Foy, 53, wife of Bryan Foy, who died Sunday night at her home at Encino, following a long illness. The husband, a daughter and two granddaughters survive.

Kranze Speaks at FC Pittsburgh Meeting

PITTSBURGH, Dec. 5.—Sales policy on product scheduled for release was discussed by B. J. Kranze, sales vice-president, at the Film Classics regional sales meeting held here on Saturday at the William Penn Hotel. Territorial problems and methods to step up sales in order to offset a decline at the box-office were discussed by Leo Gottlieb, branch manager.

Others attending were John K. Chapman, assistant sales manager; Max Cohen, Eastern division manager; George Waldman and John McKanne, all of New York; Sanford Gottlieb, Cleveland; Clayton Eastman, Boston; Nat Bier, Philadelphia; Walter Davis, Washington; Leavitt Bugie, Cincinnati; Matthew Sullivan, Buffalo; Frank Meadows, New Haven; George Lefko, Detroit; and James Ritter, Dan Cheban and George Curtz of the Pittsburgh branch.

Batchelor Joins 20th's Eastern Talent Dept.

Walter Batchelor has joined the New York casting and talent department of 20th Century-Fox. Well known in the theatrical business, he recently arrived here from the Coast.

O'Neill Joins 20th-Fox

Enlargement of the company's magazine department by the addition of Jimmy O'Neill was announced here yesterday by David Golding, publicity manager for 20th Century-Fox.

Western Pa. Allied

(*Continued from page 1*)

worth, who will also speak at tomorrow's closed session, reported on the growth of national Allied under his presidency. He said 820 new members had joined, including 300 drive-in operators.

Other speakers were John Maloney, M-G-M division manager, Fred Myers, Universal-International Eastern sales manager, and Sidney Samuelson, Eastern Pennsylvania business manager. Branch managers were introduced.

Tribute was paid to William Blatt, Hyman Goldberg and Louis Michael, members who died during the past year. The nominating committee renominated all officers for election.

Leach in As Rank's Financial Adviser

London, Dec. 5.—Ronald George Leach, new financial consultant to the J. Arthur Rank Organization here, appears destined to play a big part in the future of the Rank companies.

Leach attends with Rank all financial meetings concerned with the group. He recently acted as official receiver in behalf of National Provincial Bank to an engineering firm in difficulties. The bank is a considerable creditor of Odeon.

Grainger, Walton, Titus at Sales Meets

CHICAGO, Dec. 5.—James R. Grainger, Republic sales vice-president, accompanied by Edward L. Walton, assistant sales manager, have arrived here from New York for a Midwestern division sales meeting to be held tomorrow, Wednesday and Thursday at the Blackstone Hotel.

Following the Chicago meeting Grainger will visit Denver branch. From there he travels to San Francisco, where he will be present at the world premiere of "Sands of Iwo Jima" on Dec. 14. He will then leave for Republic's Hollywood studios, where he will hold a sales meeting for West Coast branch managers.

Division manager Walter L. Titus, Jr., is in Atlanta, where he will preside over a sales meeting at the Biltmore Hotel for branch managers. Titus will proceed to Charlotte, returning to New York on Friday.

NEW YORK THEATRES

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"THAT FORSYTE WOMAN"
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A Metro-Goldwyn Mayer Picture
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Paramount presents
BOB HOPE
RHONDA FLEMING
"The Great Lover"
IN PERSON
CLAUDE THORNHILL and his Orchestra
NANCY CLAYTON · RUSS McINTYRE
RED BUTTONS
THE ACROMANIACS
Extra
SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
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EXTRA!

Bob's A Cover-Boy . . . A Lover-Boy!

"A picture destined for happy days at the boxoffice!" ***says Motion Picture Daily.***

PARAMOUNT'S HIT FOR THE CHRISTMAS HOLIDAYS

Two TV Men Join Fairbanks

HOLLYWOOD, Dec. 5.—Plans for what is described will be "the largest television program producing and distributing organization in the nation" were revealed here yesterday following the complete reorganization of Jerry Fairbanks, Inc.

Frank E. Mullen, radio and television executive, and Russ Johnston, director of NBC's video film division, will become executives and substantial stockholders in the reorganized firm, producer Jerry Fairbanks announced.

Mullen, formerly executive vice-president and general manager of National Broadcasting, and more recently president of the Richards radio stations, will be chairman of the board and will administer the business affairs of the company.

Fairbanks, independent producer, especially for video, will be president of the new company, in charge of all production activities.

Johnston, who resigned from NBC Friday, will join Fairbanks as vice-president on Jan. 1. He was formerly vice-president of McCann-Erickson advertising agency and organized and has headed NBC's film division since its inception two years ago. He also will be a member of the board of directors.

Mullen, who joins the new firm immediately, will have headquarters at the Fairbanks studios on Sunset Boulevard but also will spend a good share of his time at the New York office. Johnston will have his main office in New York.

Hamrick Takes Four Seattle Houses in 20th-Fox Split

SEATTLE, Dec. 5.—Four of Seattle's large downtown theatres will change ownership and operation on Dec. 21, returning under the banner of John Hamrick who operates theatres in Seattle, Tacoma and Portland and has long been associated with Hamrick-Evergreen theatres, a 20th Century-Fox subsidiary.

Houses affected are the Orpheum, Music Box, Music Hall and Blue Mouse. They will be operated by a newly formed corporation, John Hamrick Theatres, Inc. The Fifth Avenue, Paramount and Coliseum will continue under Cascade theatres, another subsidiary of 20th Century-Fox.

According to John P. Garvin, Hamrick's attorney, there was no financial consideration in the separation. Hamrick simply turned back his stock in Hamrick-Evergreen and took back his theatres, he explained.

Wilby, Kincey Sale

(*Continued from page* 1)

Inc., Birmingham Theatre Operating Co., North Carolina Theatres, Inc., Drive-In Theatres of South Carolina, Inc., and Greenwood Theatres, Inc.

It was also disclosed that R. M. Kennedy, previously a Wilby-Kincey district manager, will acquire the Strand, Birmingham; the Ensley and Franklin, at Ensley; the Walton, Selma, Ala., and the Empire, Montgomery. Kennedy will acquire also the interests of Paramount and Wilby and Kincey in three drive-in companies in Alabama.

In another deal, Cecil Grimes, former city manager at Tuscaloosa, Ala., will acquire the Druid Theatre at Tuscaloosa.

'Solid' E-L Future

(*Continued from page* 1)

ferred with several independent producers, among them Jack Schwarz, and concluded arrangements for a number of new films for E-L release. At this point, the company's backlog and future releases are exclusively from American independents and J. Arthur Rank's British studios.

There are several deals pending for E-L distribution, Heineman said, adding that he would be reluctant to name the producers at present.

Exhibitors Defy TaxEpidemicThreat

Representatives here of organized exhibition have asserted that they were certain the theatre owners of the country regard themselves as fully equipped to cope with the threat of widespread local admission taxes voiced at the meeting in Cleveland late last week of the American Municipal Association.

The AMA conference said that the admission tax now levied by the Federal government "has every characteristic of a good local tax and should be made available to all municipalities which wish to use it."

Unless the Federal government withdraws from that field of taxation, the AMA declared, it should arrange a credit device whereby a proportionate share of the collections would revert to the municipalities.

Organized exhibition spokesmen here said it was apparent to them from the AMA declaration that should theatre owners succeed in persuading the government to eliminate the so-called wartime emergency admission tax of 10 per cent, municipalities everywhere would seek at once t levy taxes on theatre admissions.

$656,250 Legal Bill

(*Continued from page* 1)

"pruning knife" to the bills for legal fees, the legalites and accountants were allotted 25 per cent of one-half of the settlement, and 12½ per cent of the other half.

The first half, $1,750,000, is immediately realized under new employment contracts which have been closed with National Theatres executives Charles P. Skouras, F. H. Ricketson, Jr., E. C. Rhoden and Harold J. Fitzgerald. Legal fees on that half will be $437,500.

The second $1,750,000 will revert back to National Theatres under the new contracts over a period of seven years, beginning with 1948. Legal fees on this half will total $218,750.

Largest slice of the allotment is expected to go to Pollock. Defense attorneys will receive some compensation from the $656,250, as will certain of the lawyers who represented stockholders who objected to the settlement.

Newsreel Heads to Confer Alone on IATSE's Wage Bid

IATSE here has been informed by the editors of the newsreels that they will meet among themselves to consider the union's bid for pay increases for members of the three locals that are without contracts: No. 52, New York Studio Mechanics; No. 644, Eastern Cameramen, and No. 771, New York Motion Picture Film Editors and Cutters.

In the absence from New York of "IA" president Richard F. Walsh, who has entered the dispute to break the long-standing negotiations deadlock, "IA" special representative Sal J. Scoppa has conferred with the newsreel heads in company with representatives of the three locals.

The conference was reported to have concluded with insistence by the "IA" delegation that raises be granted under new pacts. The editors then said they would confer among themselves and report their decision at a future meeting with Scoppa and the local's representatives.

It was pointed out by the "IA" conferees that newsreel employes of Locals No. 52 and No. 771 have not received pay increases in four years. So far, the newsreels have been unwilling to grant raises.

WB Pay Hike Talks

(*Continued from page* 1)

ley, tentatively scheduled for early next week.

H-63 executixe vice-president Russel Moss reported yesterday that although the company has made counter-proposals embodying wage increases, the offer "is not sufficient to satisfy the general membership." At the outset of negotiations, the local demanded a 10 per cent general salary increase.

The Warner contract expired last Sept. 1, as did the local's pacts with Universal, Pathe Laboratories and Ace Laboratory. The local is now negotiating with the latter three.

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Park-In Appeal

(*Continued from page* 1)

would not hear the case.

No written opinion was issued. The court's final decision was merely noted in a long list of orders handed down today. Justice Douglas did not participate.

Industry lawyers have been carefully watching this case, involving a suit by Park-In against E. M. Loew's Drive-In Theatres, Inc. for back royalties and damages for patent infringement. The Rhode Island District Court held for Park-In, but the Circuit Court held for E. M. Loew, declaring that the patent lacked invention. Some industry lawyers maintain that the Supreme Court's refusal to review the First Circuit Court decision means that exhibitors throughout the country need no longer worry about infringing the patent, while other lawyers claim that the Supreme Court will have to take similar action in one or more other cases, or review some other case, before the matter can be considered absolutely settled.

Allied States Association general counsel Abram F. Myers maintains that the high court's refusal to review the Circuit Court decision means that the patent is dead and buried.

Park-In claimed it would have to bring about 600 new suits if the high court refused a review.

5th and Walnut

(*Continued from page* 1)

as defendants were Loew's, Marcus Loew Booking Agency, RKO Radio Pictures, Paramount Pictures, 20th Century-Fox, Warner Brothers, Columbia Pictures, United Artists, and United Artists Theatre Circuit, Inc.

The case was tried before Judge Vincent L. Leibell in New York District Court and a jury found for the defendants. When Judge Leibell refused a Fifth and Walnut motion to set this verdict aside, the company appealed to the second Circuit Court of Appeals. The Circuit Court in July affirmed the District Court decision.

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U.K.'s 'Plant Report' Is Due Tomorrow

London, Dec. 5.—Sir Arnold Plant's report which is expected to recommend some form of divorcement of production from distribution-exhibition will be made public here on Wednesday.

It is a 63-page document tracing events leading to the present so-called industry crisis. It will be presented to Parliament prior to publication, thereby opening the way for debate on its proposals in the House of Commons on Dec. 14. The Films Council, which met Dec. 1, will make no recommendations of its own until the Plant report is made public.

Trust Abuses

(*Continued from page* 1)

Johnston's testimony generally, it is believed here that the government scheme was under way before Johnston testified, and that Johnston at the most supplied a little extra "push."

Sawyer, acting at President Truman's request, yesterday announced a new "positive" anti-trust policy, built on education and "cooperative effort" rather than prosecution and punishment. Despite this announcement, however, no early softening or change is expected in the anti-trust policy of either the Justice Department or the Federal Trade Commission.

Businessmen generally want to obey the law, Sawyer stated, and many current anti-trust violations are due to ignorance or confusion as to what the laws actually allow. He said he was appointing a committee to work up a program "to encourage legal and desirable practices, to discourage and bring about voluntary abandonment of illegal or questionable practices, and to clarify for the businessman the line between what he can and cannot do legally." Specific recommendations for legislation may come from Sawyer's committee.

Kelly on Economies

(*Continued from page* 1)

tion, which is now in the black, UA's foreign department has been operating at a deficit and cancelling out overall profits. Kelly reportedly told the board of directors at their last meeting here that prospects outside the U.S. for the next year at least are not promising and was thereupon directed to ascertain what can be done to streamline foreign operations.

This led to an earlier report that the company was considering eliminating virtually its entire foreign distribution organization. However, that this would be impracticable was subsequently pointed up by the fact that in numerous countries the severance pay which employes would be entitled to under governmental law would involve tremendous costs to the company.

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TRADE SHOWINGS

of

A & T FILM PRODUCTIONS, INC.

"THE MAN ON THE EIFFEL TOWER"

PHOTOGRAPHED IN ANSCO COLOR

ALBANY	Tues.	Dec. 13	8:00 P.M.
Fox Screening Room, 1052 Broadway			
ATLANTA	Tues.	Dec. 13	2:30 P.M.
RKO Screening Room, 195 Luckie St., N.W.			
BOSTON	Tues.	Dec. 13	10:30 A.M.
RKO Screening Room, 122-28 Arlington St.			
BUFFALO	Tues.	Dec. 13	2:30 P.M.
Motion Pic. Oper. Scr. Rm., 498 Pearl Street			
CHARLOTTE	Tues.	Dec. 13	2:00 P.M.
Fox Screening Rm., 308 S. Church Street			
CHICAGO	Tues.	Dec. 13	2:00 P.M.
RKO Screening Rm., 1300 So. Wabash Ave.			
CINCINNATI	Wed.	Dec. 14	8:00 P.M.
RKO Screening Rm., 12 East 6th Street			
CLEVELAND	Tues.	Dec. 13	2:30 P.M.
Fox Screening Rm., 2219 Payne Avenue			
DALLAS	Tues.	Dec. 13	2:30 P.M.
Paramount Screening Rm., 412 S. Harwood St.			
DENVER	Tues.	Dec. 13	2:00 P.M.
Paramount Screening Rm., 2100 Stout Street			
DES MOINES	Tues.	Dec. 13	1:00 P.M.
Fox Screening Rm., 1300 High Street			
DETROIT	Tues.	Dec. 13	2:30 P.M.
Blumenthal's Screening Rm., 2310 Cass Ave.			
INDIANAPOLIS	Tues.	Dec. 13	1:00 P.M.
Universal Screening Rm., 517 N. Illinois St.			
KANSAS CITY	Tues.	Dec. 13	2:00 P.M.
Paramount Screening Rm., 1800 Wyandote St.			
LOS ANGELES	Tues.	Dec. 13	2:30 P.M.
RKO Screening Rm., 1980 S. Vermont Ave.			
MEMPHIS	Tues.	Dec. 13	2:00 P.M.
Fox Screening Rm., 151 Vance Avenue			
MILWAUKEE	Tues.	Dec. 13	10:30 A.M.
Warner Screening Rm., 212 W. Wisconsin Ave.			
MINNEAPOLIS	Tues.	Dec. 13	2:30 P.M.
Fox Screening Rm., 1015 Currie Avenue			
NEW HAVEN	Tues.	Dec. 13	2:00 P.M.
Fox Screening Rm., 40 Whiting St.			
NEW ORLEANS	Tues.	Dec. 13	10:30 A.M.
Fox Screening Rm., 200 South Liberty St.			
NEW YORK	Tues.	Dec. 13	10:30 A.M.
Normandie Thea., 53rd St. & Park Avenue			
OKLAHOMA	Tues.	Dec. 13	10:30 A.M.
Fox Screening Rm., 10 North Lee St.			
OMAHA	Tues.	Dec. 13	1:00 P.M.
Fox Screening Rm., 1502 Davenport St.			
PHILADELPHIA	Tues.	Dec. 13	2:30 P.M.
RKO Screening Rm., 250 N. 13th Street			
PITTSBURGH	Tues.	Dec. 13	1:30 P.M.
RKO Screening Rm., 1809-13 Blvd. of Allies			
PORTLAND	Tues.	Dec. 13	2:00 P.M.
Star Screening Rm., 925 N.W. 19th Avenue			
ST. LOUIS	Tues.	Dec. 13	11:30 A.M.
RKO Screening Rm., 3143 Olive Street			
SALT LAKE CITY	Tues.	Dec. 13	1:30 P.M.
Fox Screening Rm., 216 E. 1st South St.			
SAN FRANCISCO	Tues.	Dec. 13	2:30 P.M.
RKO Screening Rm., 251 Hyde Street			
SEATTLE	Tues.	Dec. 13	2:30 P.M.
Jewel Box Screening Rm., 2318 Second Ave.			
SIOUX FALLS	Tues.	Dec. 13	9:30 A.M.
Hollywood Thea., 212 N. Phillips Avenue			
WASHINGTON	Tues.	Dec. 13	2:30 P.M.
Fox Screening Rm., 932 New Jersey Avenue			

The Bride Wore Blushes...

Imagine her embarrassmen ...when the stork suddenly shows up among the wedding guests!

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 109 NEW YORK, U.S.A., WEDNESDAY, DECEMBER 7, 1949 TEN CENTS

17 Finished, 18 Set to Start At Paramount

Well Prepared for New Decree Status: Ginsberg

HOLLYWOOD, Dec. 6.—Paramount production enters 1950 well prepared for its new status under the divorcement decree which takes effect on Jan. 1, it was disclosed here yesterday by Henry Ginsberg, vice-president and studio head.

Henry Ginsberg

Ginsberg announced that 18 productions are already set to go before cameras in the first eight months of next year. In addition, 17 pictures are completed and awaiting release. The company will enter the new era in its strongest position productwise in years, it was said.

The 18 pictures which are definitely scheduled for production represent the

(*Continued on page 4*)

Para. Ahead Of Schedule

With this week's closing of the deal buying out R. B. Wilby and H. F. Kincey in the operation of 104 theatres in the South, Paramount is far in advance of the divorcement-divestiture schedule under its consent decree in the industry anti-trust suit.

Leonard Goldenson, who will be president of United Paramount Theatres when it begins separate operations

(*Continued on page 4*)

Scully, Cole Speak At Gulf Allied Meet

NEW ORLEANS, Dec. 6.—William A. Scully, Universal-International general sales manager, was the first speaker at the opening session of the third annual convention of Allied Theatre Owners of the Gulf States, held here today at the Jung Hotel.

Scully discussed bidding and per-

(*Continued on page 2*)

Allied Board Meet In Wash., Feb. 9-10

Washington, Dec. 6.—The annual winter meeting of the Allied States board of directors is scheduled to be held here Feb. 9 and 10. A feature of the meeting will be an election of officers with either Bennie Berger, head of North Central Allied, Minneapolis, or Trueman Rembusch, head of Associated Theatre Owners of Indiana, considered likely choices for the presidency of Allied to succeed W. L. Ainsworth of Fond du Lac, Wis.

The Allied Caravan committee will convene here on Feb. 8.

N. Y. Grosses Holding Up

Considering that the pre-Christmas slump usually begins to manifest itself in no uncertain terms at about this time each year, business at New York's first-runs this week appears to be holding up rather well. Most of the theatres are getting average or better grosses, and where business is off, it is not unexpectedly low.

Thriving nicely at the Strand along with Desi Arnaz and his band on stage is "Always Leave Them Laughing"; the second week, ended yesterday, brought $52,000. At the Astor, "Bat-

(*Continued on page 4*)

ASK U. K. CONTROL OF FILM TRADE

Control Proposal Seen Riling Trade

London, Dec. 6.—Trade reactions to the Plant report, while not yet available, are expected to be centered bitterly on the recommendation for the establishment of a governmental corporation which would virtually control all industry operations.

The proposal is regarded as somewhat analagous to the British Broadcasting Corp. and other groups controlling Britain's nationalized industries.

Plant Report Straddles Divorce; Hits Theatre Monopoly; No Tax Relief

By PETER BURNUP

LONDON, Dec. 6.—Establishment of a permanent government body which would have virtual control over the entire British motion picture industry is recommended in the report of the government-appointed committee of which Sir Arnold Plant is chairman.

The 63-page report, made public here today, does not expressly recommend divorcement for the industry because of the difficulty which would be encountered by the government in framing the necessary legislation, but such a recommendation is implicit in the report's suggestion that wider areas of film selling to theatres be revived.

It is expected that House of Parliament debate on the report will occur on Dec. 14.

Its fundamental contention, it states, is that more active competitive trading must be introduced in each

(*Continued on page 5*)

Gamble to Direct Brotherhood Drive

Ted R. Gamble, head of Gamble Enterprises, has been designated chairman of the 1950 Brotherhood Campaign for the amusements division of the National Conference of Christians and Jews.

He will be introduced to campaign workers by J. Robert Rubin, chairman of the executive committee of the amusements division, at a luncheon at the Waldorf-Astoria, Dec. 16. Ned E. Depinet, chairman of the 1949 campaign, will report results of that drive.

Second Group of Industry Shorts Ready for 1950

Ohio Drive-ins Hit Cities' Tax Grab

COLUMBUS, O., Dec. 6.—A resolution opposing passage of enabling tax legislation by cities seeking to take over all or part of any Federal excise tax reduction was passed at the quarterly meeting of the Ohio Drive-in Theatre Association here today. It was reported at the meeting that about 25 U. S. cities have already passed such enabling legislation.

The insurance committee reported that several companies have agreed to write three-year insurance policies on drive-ins instead of the usual annual policies. The daylight savings committee plans to investigate the

(*Continued on page 2*)

"The Soundman," fifth in the industry's "The Movies and You" short subjects series, has been set for release next Jan. 12, leading off the second group in the series of 12 subjects.

"The Soundman," to be distributed by Columbia, will be followed at two months' intervals in order by "The Screen Actor," M-G-M; "History Brought to Life," Paramount, and "The Costume Designer," RKO.

Also completed and ready for release following the above are: "The Screen Writer," 20th Century-Fox; "Moments in Music," M-G-M, and "The Cinematographer," Paramount. Warners will complete "The Screen Director," 12th of the series, in 1950.

The first four of the series, in order of release starting last May, were:

(*Continued on page 4*)

E-L Regionals Open Monday

First of a series of three regional sales meetings will be held by Eagle-Lion in New York next Monday, Tuesday and Wednesday, it was announced yesterday by William J. Heineman distribution vice-president.

Sales policies will be outlined by Heineman, distribution vice-president. Jack Schlaifer and Eastern sales manager Milton E. Cohen, with ad-public-

(*Continued on page 5*)

Western Pa. Allied Reelects All Officers

PITTSBURGH, Dec. 6.—A plea for the organization to get fully behind a concerted effort to remove the discriminatory state and Federal amusement tax was voiced by Sidney E. Samuelson, general manager of Allied of Eastern Pennsylvania, at the second and final day of the AMPTO of

(*Continued on page 2*)

NEWS in Brief . . .

SINGING-STAR Morton Downey will receive a special award of merit at the inter-faith meeting of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor, Tuesday evening, Dec. 13, Saul E. Rogers, president of the unit, has announced.

•

Missoula, Mont., Dec. 6.—The new 1,064-seat Fox Theatre will open here on Thursday with Fox Intermountain executives on hand from Denver and Salt Lake City. Opening bill will be 20th Century-Fox's "Everybody Does It."

•

IATSE Motion Picture Home Office Employes Local No. H-63 has asked United Artists operations vice-president Harry D. Buckley for a meeting looking to the drafting of a new contract for the 135 "white collarites" who have been working under a one-year pact which will expire on Dec. 31. According to Russell Moss, H-63 executive vice-president, the union will seek a general wage increase when it submits its proposals.

•

WASHINGTON, *Dec. 6.—The Navy revealed today that it will spend* $2,805,000 *leasing films for showing to personnel on ships and at overseas stations during the year ending next June* 30. *The money will go to* 14 *companies. Contract awards vary in proportion to the number of features and shorts taken from each company, how many are in color, etc.*

•

ALBANY, N. Y., Dec. 6.—Increased emphasis on "showmanizing" pictures, more nation-wide tours by producers to ascertain, through exhibitors, the public desires and greater capitalization of the screen audience's potentialities were urged by William H. Pine and William C. Thomas at a luncheon at the Ten Eyck Hotel today attended by Albany area exhibitors.

•

Every evening, beginning yesterday, the Paramount Theatre here will screen television highlights of the United Nations sessions at Lake Success and Flushing.

•

ELDORA, IA., Dec. 6.—Iowa Attorney-General Larson announces that theatres will be checked to determine whether or not they are conducting Bank Night legally under Iowa Supreme Court decisions, and has issued orders to county attorneys to this effect. Whether actual theatre checking will be done by county or state officers, or both is not known.

H-63 Election Dec. 19

IATSE Motion Picture Home Office Employes Local No. H-63 will hold its annual general membership and election meeting at Palm Gardens here on Dec. 19.

Freedman West on Deal

Harold W. Freedman, Yonkers theatre owner, will leave New York today for the Coast where he will consummate a production deal.

Personal Mention

B. J. KRANZE, Film Classics sales vice-president, and J. K. CHAPMAN, assistant sales manager, have returned to New York from San Francisco, Chicago and Pittsburgh.

•

JONAS ROSENFIELD, JR., 20th Century-Fox advertising manager, will address the annual sales convention of the *American Weekly* staff today at the Hotel Warwick.

•

CHESTER CASANAVE of Motion Picture Sales Corp., has enrolled as a middleweight boxer in the *New York Daily News* Golden Gloves Tournament.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, is en route to the Coast from New York, with stopovers planned for Chicago, St. Louis, Salt Lake City and Denver.

•

LAWRENCE WEINGARTEN, M-G-M producer, will leave here today for the Coast.

JOSEPH HAZEN, head of Hal Wallis Productions, is in New York from the Coast.

•

CHARLES W. TRAMPE, Monogram manager at Milwaukee, elected to the board of directors of the AITO of Wisconsin at its recent convention, has left there for a checkup at the Mayo Brothers' clinic at Rochester, Minn.

•

DAVID GOLDING, 20th Century-Fox publicity manager, and STIRLING SILLIPHANT, in charge of special promotions, will leave New York today for Washington, returning at the end of the week.

•

GEORGE J. SCHAEFER, Stanley Kramer Productions sales manager, will leave London on Saturday for New York.

•

NORMAN SIEGEL, Paramount studio publicity director, is here from Hollywood.

DRIVE-IN OPERATORS ARE URGED TO AFFILIATE WITH ALLIED UNITS

COLUMBUS, O., Dec. 6.—Drive-in theatre owners should join national Allied wherever there is an Allied unit and should organize in those areas where there is not, said Mrs. Ethel Miles, secretary of the Ohio Drive-in Theatres Association. Mrs. Miles added that organization in non-Allied localities would give drive-ins an opportunity to apply to Allied for representation.

"There are many problems peculiar to drive-ins and in Ohio we have a statewide association serving drive-in theatres only. Although statewide in basis, our relationship to the Independent Theatre Owners of Ohio—Allied States organization—is much the same as that of the various local associations throughout the state, which concern themselves with specific exhibitor problems in local situations. We urge our members to join the Ohio ITO. At present, two-thirds of our membership is also enrolled in ITO," added Mrs. Miles.

Ohio Drive-ins

(*Continued from page* 1)

possibility of repealing the daylight savings time ordinance in Akron.

Two additional committees were created: concessions, with president Frank Nolan, Athens, chairman and membership, George Kaler, Delaware, chairman. Chairmen will appoint two members each to these committees. Taxation committee chairman Mrs. Ethel Miles will issue bulletins to all Ohio drive-in theatre owners urging them to contact their Congressmen during the holidays seeking support of Federal excise tax repeal or reduction to peace-time levels.

Western Pa. Allied

(*Continued from page* 1)

Western Pennsylvania to-day convention in the William Penn Hotel today.

All current officers were elected for another year. They are Morris Finkel, president; Fred A. Beedle, vice-president; Fred Herrington, secretary and Joe Gellman, treasurer. The board of governors is now composed of Frank Panapolis, Lee Conrad, M. A. Rosenberg, Michael Manos, Norman Mervis, William Fox and David Hadburg.

Rosenberg, chairman of the board, put over a resolution to draw up a new set of bylaws and an entirely different constitution for the local body, and also gave an extensive talk how national Allied helps independents.

William L. Ainsworth, president of national Allied, confined his speech to problems of national scope that are affecting the exhibitor.

U. S. Senator Francis J. Myers, Mayor David L. Lawrence and Ainsworth were guests of honor at the annual banquet which concluded the convention.

Davis in U-I Talks; Woodham-Smith Due

John Davis, J. Arthur Rank Organization managing director, who has been visiting the U. S. and Canada from England, returned to New York yesterday from Toronto and engaged in day-long conferences with Universal-International executives on U-I's American distribution of Rank product. Davis and the U-I heads will continue to confer through next Tuesday when the Rank executive will return to London.

Meanwhile, Rank Organization general counsel G. I. Woodham-Smith is scheduled to arrive here today from London to attend the U-I board meeting due to be held here tomorrow. The board meeting will be preceded by a company executive committee conclave.

Newsreel Parade

WINSTON Churchill and Chaim Weizmann at 75, are current newsreel highlights. Other items include the Eastern water crisis, the Barkleys in New York, and football. Complete contents follow:

MOVIETONE NEWS, No. 98. — Vice-president Barkley at National Democratic Committee dinner in New York. India passes new constitution. All-aluminum Canadian bridge. Navy's sky rocket jet plane. Football. Ski aquatics in Florida.

NEWS OF THE DAY, No. 228—"Veep" and bride at Democratic rally. Superspeed Navy sky rocket. All-aluminum Canadian bridge. Football.

PARAMOUNT NEWS, No. 31—Evacuation from Greece. People in the news: President Truman on vacation; Barkleys in New York; Montgomery leaving for home. Fashion show in the sky. Football.

TELENEWS DIGEST, No. 49-A — New Jersey water crisis. Virginia: field training for lady "G.I.'s." Air crash. Norway plane crash survivor recuperating. Winston Churchill and Chaim Weizmann celebrate 75th birthday. Louis Johnson and Omar Bradley return from defense meetings. National Maritime Union "trial."

UNIVERSAL NEWS, No. 306 — Long drought on Eastern water supply. Navy sky rocket. Churchill is 75. French air crash. Football.

WARNER PATHE NEWS, No. 33—People in the news: Winston Churchill at 75; Montgomery leaves the U. S.; Mr. and Mrs. Barkley at Democratic dinner. Wife awaits flyer held by Chinese Reds. Speed plane. "G.I" gold rush in California. Bicycle news. Football.

First RKO Key Date In B.&K. Loop House

CHICAGO, Dec. 6.—The booking of RKO Radio's "Mourning Becomes Electra" into the Balaban and Katz Roosevelt Theatre beginning Friday marks the company's initial selling of an important film to that circuit in a Loop house. The "Electra" booking further marks the start of what is anticipated to be further bookings of RKO films to B. and K. due to the company's separation with RKO Theatres so far as film licensing is concerned, and which became effective on Nov. 8. RKO, which normally plays its product at the Palace or Grand, occasionally sells to the Essaness Woods and Oriental. The Woods has been a chief outlet for Samuel Goldwyn Productions, which are distributed through RKO.

Gulf Allied Meet

(*Continued from page* 1)

centage sales, with the question period revealing that many of the exhibitors present are opposed to bids.

Colonel H. A. Cole, national Allied director from Dallas, also spoke at length on the problems of percentage and bidding. He urged all members not to overlook the "wonderful" possibilities in drive-in operation. He claimed that the outdoor theatres are drawing family groups, especially including those with small children and aged persons, which have been kept away from regular houses.

Among other speakers were Abram F. Myers, Allied general counsel, and Benjamin Berger, president of North Central Allied. Dan Brandon of Transway, Inc., was host at cocktail party on the hotel roof. The meeting will conclude tomorrow.

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A MESSAGE FROM YOUR M-G-M BRANCH!

DEAR FRIENDS: We had the pleasure a few months ago at M-G-M's First "Friendship Meeting" of greeting many of our customers whom we do not get a chance to see often enough. Another opportunity presents itself. Because "Battleground" is such a sensational success at the Astor, N. Y.,showmen everywhere have expressed a desire to see it as soon as possible. We decided that for your convenience the happiest way to do this was to extend the Trade Shows to cities nearer your home where this mighty attraction will be shown to you in theatres. It will not be shown in Projection Rooms so that we urge you to arrange to attend one of the many theatre showings throughout America. Invitations have been mailed. If yours gets lost consult us at once. We're going to cover a lot of territory personally to see our friends and it will be a privilege to do so because the last time the attendance and the response were so heartening. Please make every effort to come. You'll see a great picture and we'll have a chance to see you again. Yours for more "Friendship Meetings" in our industry.

Sincerely yours,

M-G-M BRANCH MANAGERS AND THEIR STAFFS

Paramount Product

(*Continued from page 1*)

largest number ever to be set so far in advance by Paramount.

William Wyler will produce and direct "Carrie Ames," from Theodore Dreiser's "Sister Carrie," and "Detective Story."

Also in preparation, "Roman Holiday," to be produced and directed by Frank Capra; "Mr. and Miss Anonymous," produced and directed by George Stevens; Bing Crosby in a Western to be produced by Paul Jones; Bob Hope in "The Big Guy," with Robert Welch as producer; a picture which Leo McCarey will produce and direct; another Bing Crosby starrer, "Famous," to be produced by Charles Brackett.

Also, "Montana Rides," Technicolor, starring Alan Ladd, with Mel Epstein producing; "The Mable Normand-Mack Sennett Story" starring Betty Hutton, with Joseph Sistrom producing; a Billy Wilder production, his first under his new deal as producer-director; "It's a Fast World," to star Ray Milland, with Robert Fellows producing; "Union Station," with Jules Schermer as producer; "A Relative Stranger," to be produced by Charles Brackett; "Jack of Diamonds," starring Ray Milland, to be directed by Richard Haydn, with Joseph Sistrom producing; "Jockey's Agent," to be produced by Milton Holmes; "The Kentuckian"; "Nightmare," Irving Asher to produce, and Cecil B. DeMille's "The Greatest Show on Earth."

Completed and awaiting release are Capra's "Riding High," starring Bing Crosby; "The Great Lover," starring Bob Hope; "After Midnight," starring Alan Ladd; "Dear Wife"; William Wyler's "The Heiress"; DeMille's "Samson and Delilah"; "Fancy Pants," starring Bob Hope and Lucille Ball; "Copper Canyon," in Technicolor, with Ray Milland; "Let's Dance," in Technicolor, starring Betty Hutton and Fred Astaire; "The Lie," starring Barbara Stanwyck and John Lund; "Sunset Boulevard," Brackett and Wilder production, and "United States Mail," starring Alan Ladd.

Currently before the cameras are George Stevens' "A Place in the Sun," and the Bing Crosby starrer, "Mr. Music."

Hal Wallis productions completed are "Paid in Full" and "Thelma Jordon." Wallis productions shooting are "The Furies" and "September."

Completed by William H. Pine and William C. Thomas are "Captain China," "The Eagle and the Hawk," in Technicolor, and "Outrage."

MPEA Board Meets

Numerous items of routine nature were on the agenda of a meeting of the Motion Picture Export Association board here yesterday. The controversial operation of the 'B' pool agreement was not taken up.

NLRB Weighs Jurisdiction in Exhibition's Labor Disputes

WASHINGTON, Dec. 6.—The National Labor Relations Board today heard arguments and then took under advisement the important question of whether film exhibition is part of interstate commerce and whether the Board can take jurisdiction over labor disputes among theatre employes.

Attorneys for IATSE and a group of Toledo theatre owners said exhibtion is a local matter, not subject to NLRB control. But an NLRB attorney and a lawyer representing several projectionists fighting the IATSE recommended that the Board take jurisdiction.

The case before the Board, regarded as a test case for the entire industry, involves a request by four projectionists at Balaban and Katz's Princess Theatre in Toledo for a bargaining election. These projectionists, though IATSE members, have formed a rival organization, the Toledo Projectionists Association.

M. L. Okun, attorney for the Toledo projectionists, argued that production-distribution-exhibition is all part of one chain of merchandising, and that this crossed interstate lines. Even if the Board does not want to go this far, he said, the Princess is part of the B. and K. circuit, which operates in several states, and so should come under NLRB control.

For IATSE, Judge Matthew Levy told the Board that exhibition must not be confused with distribution or production, that exhibition is a purely local matter, that various NLRB regional examiners had previously held this and that the courts had indicated the same in various anti-trust and wage-hour cases.

Levy urged the Board, however, not to pass on the jurisdiction issue in this case but rather to throw the case out on the ground that the Princess Theatre is not an appropriate bargaining unit, since the labor pattern in Toledo is for projectionists to bargain with the Toledo Theatre Owners Association. Levy was backed up by another IATSE attorney, Isadore Kohler, and by Oscar Smith, lawyer for the Princess and Toledo exhibitors.

Philip Fusco, NLRB attorney, declared that there was no doubt that the Board had jurisdiction because of the inextricable link between production, distribution and exhibition. He, too, argued that even if this were not true, the Board would have to take jurisdiction because of B. and K.'s ownership.

Paramount Schedule

(*Continued from page 1*)

on Jan. 1, disclosed yesterday that the company has accomplished the entire first year's schedule of partnership dissolutions and additionally, already has reached the 20 per cent mark on the second year's schedule.

Johnny Walker, 55

Services for Johnny Walker, 55, silent screen star who died in Brooklyn Monday, will be held at the Church of Good Shepherd in that borough on Friday. Among the films in which he appeared were "Over the Hill" and "Old Ironsides."

Industry Shorts

(*Continued from page 1*)

"Let's Go to the Movies," RKO; "This Theatre and You," Warners; "Movies Are Adventure," Universal, and "The Art Director," 20th-Fox.

RKO reports nearly 15,000 bookings in the 29 weeks of release to date of "Let's Go to the Movies," and estimates another 500 bookings for the subject. "This Theatre and You" has had 9,721 bookings in its 18 weeks of release and, from present indications, it, too, should top 15,000 play dates ultimately.

16mm. Available Soon

Exhibitor cooperation and audience enthusiasm for "Movies Are Adventure" and "The Art Director" in their early weeks of release also are comparable to that accorded the first two of the series.

The board of trustees of the industry's "The Movies and You" series announces that 16mm. versions of "Let's Go to the Movies" will be available for non-theatrical bookings Feb. 13. Nine months following their respective release dates, 16mm. prints of others in the series will be made available.

Maintain High Standards

Trade press screenings of "The Soundman," "History Brought to Life," "The Costume Designer" and "The Cinematographer" yesterday revealed maintenance of the same high production standards and audience appeal in them that marked the first four of the series. Each brings to the public a new appreciation and understanding of the labor, technical skill, the care and cost of a phase of production essential to putting entertainment on the screen. All should be a welcome addition to public knowledge of the industry and are certain to contribute to added appreciation of motion pictures and the theatre. All are one-reel subjects, running approximately 10 minutes each.

S. K.

KMTA Asks FCC for TV Theatre Channels

Washington, Dec. 6.—The Kansas-Missouri Theatre Association today asked the Federal Communications Commission to allocate frequencies for theatre television, declaring that most persons in its area cannot afford home television and will see outstanding public events only through large-screen television in theatres. The petition generally followed arguments in earlier petitions by TOA units and members.

N. Y. Grosses

(*Continued from page 1*)

tleground" continues to do solid business, with $41,000 indicated for a fourth week. In the good-business category also is "Intruder in the Dust" at the Mayfair, where the second week is expected to bring $24,000.

Second week of "The Great Lover" at the Paramount, together with Claude Thornhill's band on stage, looks like an allright $66,000. With $15,000 indicated for the fourth week of "All the King's Men," business appears to be holding up at the Victoria. At the Rivoli, "Pinky" is still sturdy, with $13,000 expected for a 10th week.

'Red Danube' to Capitol

A gross of $34,000 is estimated for the third and final week of "She Wore a Yellow Ribbon," plus a stage bill headed by Dick Contino, at the Capitol; this is mild business; and "The Red Danube" has been booked to take over at that house tomorrow; "That Forsyte Woman" is sluggish at Radio City Music Hall; together with a stage show, it will bring $102,000 for a fourth and final week, with "On the Town" and an annual Christmas stage presentation scheduled to take over tomorrow.

"The Fallen Idol" continues to do top business at the Sutton, where the third week, ended yesterday, brought $17,200. Continuing to play to solid business is "The Red Shoes" at the Bijou, with a 59th week's gross indicated as $9,500. At the Park Avenue, "Hamlet" is heading for a satisfactory 62nd week's gross of $5,500, after doing $6,200 in the 61st stanza.

Roxy Gross Down

At the Roxy, "Dancing in the Dark," plus a stage bill headed by Mindy Carson, is having a low first week, with $60,000 estimated. "Trapped" is due for a so-so $10,000 for its second week at the Globe.

"The Story of Molly X" is doing moderate business in a one-week stand at the Criterion, with $15,500 indicated; "A Dangerous Profession," however, had been booked to open at that house on Saturday. At Loew's State, second week of "Holiday Affair" looks like a fair $18,500. "The Threat" and eight acts of vaudeville are expected to bring the Palace an average $18,500 in a single-week stand.

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Plant Report

(*Continued from page* 1)

stage of distribution and exhibition in order to effect a real revival of the industry's prosperity.

The report is summarized in three main headings: measures necessary to obtain maximum box-office returns; measures ensuring that a film obtains a proper box-office return, and general observations covering the entertainment tax burden.

Divorcement 'Impracticable'

Under the first heading, the committee says that express divorcement is impracticable but it recommends arrangements whereby a distributor would be compelled within a given area to accept the highest local bid for a picture tendered there, thereby destroying a London-controlled circuit.

Reinforcing that condemnation of circuit control, the committee recommends that any theatre having a monopoly in its situation be turned over to an independent, non-circuit interest.

It suggests that increased revenue is possible through the establishment of pre-release runs in main provincial centers, which would also hit circuits under London control; secondly, by an increased number of prints made available for general release; thirdly, by the treatment of the London area as a single distribution territory instead of three consecutive ones as at present; fourthly, by the abandonment of the practice of showing generally old films on Sunday programs, and booking normal weekday films instead, and, last, by substantially relaxing the present barring restrictions.

In view of the recommendation for an increase in the number of prints, the report suggests that the government provide facilities for building factories to produce film base and coating process, thereby saving dollar expenditures.

Call Exports Inadequate

Apparently referring to experiences of the J. Arthur Rank Organization, the report states that overseas distribution of British films is inadequate but it sees no simple method of improving the situation.

The report stresses the importance of apportioning film terms so as to "best stimulate production of good pictures and discourage the production of bad ones."

It condemns the Cinematograph Exhibitors Association's unilateral agreement to pay no more than 50 per cent for a film as penalizing the successful producer and subsidizing the unsuccessful one. It advocates instead use of a sliding scale whereby the percentage rises according to a picture's box-office take.

The committee recommends prohibition of the conditional sales practice whereby films not wanted by the public are forced on the exhibitor.

The report declares that the distributor under present arrangements holds the producer in his hands, particularly when the former has advanced financing to the latter. It recommends that the distributor in all cases be required to provide the producer with a periodic statement of accounts and also furnish reasonable access to his books.

Disputes arising under distribution contracts should be referred to an independent arbitration body, it suggests. The report observes that the customary distribution charge should not exceed 15 per cent, with the charge decreasing to 10 per cent in the case of films which prove exceptional box-office attractions. It recommends a sliding scale in any event conditioned to a picture's grossing performance.

The report rejects recent suggestions that some part of the entertainment tax should be diverted into a direct subsidy for production but it considers that the tax incidence "constitutes a serious handicap for British production."

The committee states that its study of the industry was hampered by the absence of adequate statistics. Some companies are known to have been reluctant to disclose their so-called overhead costs.

E-L Regionals

(*Continued from page* 1)

ity-exploitation director Leon Brandt outlining national promotion plans for the product lineup.

The meeting will also be addressed by N. Peter Rathvon, head of the Motion Picture Finance Corp.; producer Lester Cowan, Sidney G. Deneau, general sales manager of Selznick Productions; Jimmy Durante; John Barrymore, Jr., and Chill Wills.

Films which will be discussed include: "The Sundowners"; "Never Fear"; "The Great Rupert"; David O. Selznick's "The Third Man"; "Destination Moon"; "The Torch"; "The Story of G. I. Joe"; "Port of New York"; "The Golden Gloves Story"; James S. Burkett's "Sunken Treasure"; "Texas Dandy"; "Kill or Be Killed"; "The Monster"; "The Red Shoes"; "The Gay Lady';; Rank's "The Hidden Room"; Rank's "Give Us This Day"; Herbert Wilcox' "Spring in Park Lane"; and "The Glass Mountain."

Following conclusion of the New York meeting, Heineman, Schlaifer, Cohen and Brandt will go to Chicago for the second meeting, Dec. 15-17. Final meeting of the series will be in San Francisco, Dec. 19-21.

Review

"On the Town"

(*Metro-Goldwyn-Mayer*) *Hollywood, Dec. 6*

NOBODY takes time out to draw a long breath during the 98 minutes of this smart, melodious, rhythmic and altogether upper-bracket Arthur Freed musical employing in headlong and potent fashion the talents of Gene Kelly, Frank Sinatra, Ann Miller, Betty Garrett, Vera-Ellen, Jules Munshin and Florence Bates, a nice hand to draw to. Seldom if ever have so much song and dance been packed into equivalent footage, and there is not a dud among the 10 programmed numbers. Nor probably has any other producer up to now recruited a sextette of principals so evenly matched and serenely competent to sprint shoulder to shoulder through the swift succession of group routines which set this musical apart. Top-tier grosses appear automatic.

The production is big, but never merely for bigness' sake. It is in Technicolor but it never abuses the medium, utilizing it instead and with rare skill to enrich the effect of action and numbers that require no embellishment. And although the camera races all over New York City, giving Gotham the completest and handsomest filming it has ever had, producer Freed has managed somehow to retain the special quality of the intimate stage review at its best.

The attraction is richest of all in talent. Kelly, who also co-directed with Stanley Donen, and Sinatra, never so all-around able as here, are matched step for step and note for note by Jules Munshin as they sing, dance and gag their way around the clock in Manhattan as sailors on 24-hour leave. But they do not go it alone, for Ann Miller, Betty Garrett and Vera-Ellen troupe it with them as fleetly and breath-takingly as their male companions. Most of the numbers are sung and danced collectively, with first one and then another of the six stepping out of formation for solo jobs that are not dwelt upon, and the sum of all this top-flight entertainment is just plain terrific.

The picture derives from the Broadway musical of the same name, for which Adolph Green and Betty Comden furnished the book and the lyrics for four Leonard Bernstein compositions which are repeated in the film. They also wrote the lyrics for six new Roger Edens compositions in the picture, as well as the screenplay. Their way with words is something to observe with attentive ear.

Running time, 98 minutes. General audience classification. Release date Dec. 30.

WILLIAM R. WEAVER

Six Arrive in Field On 'Samson' Drive; Five More to Come

Six special "Samson and Delilah" field representatives have arrived in key evaluating towns to fire opening shots in Paramount's saturation campaign, it was announced here yesterday by Max E. Youngstein, Paramount advertising-publicity director.

They are: Bob Kaufman, assigned to Atlanta, Miami, Miami Beach and Jacksonville; Al Fowler, Boston; Doug Taussig, Detroit; Walter Hoffman, Minneapolis and Des Moines; Harold Salemson, Dallas, Tucson and Phoenix; Lou Gerard, Cleveland and Cincinnati.

Also assigned, but not yet arrived in the field areas, are Milton Hale, Philadelphia; Sidney Kain, Indianapolis; Bud Freeman, Oklahoma City and Tulsa; Cass Adams, Rochester and Buffalo; Bill Michaelson, Baltimore.

Tickets for the dual world premiere of the Cecil B. DeMille film on Dec. 21 at the Rivoli and Paramount here, are now on sale at both theatres on an unreserved-seat, first-come-first-served basis.

Newsreel House Switches

CHICAGO, Dec. 6.—The new Telenews Theatre, which opened on Oct. 28 as an all-newsreel house, has switched to a single feature, extended-run policy, opening this week with "The Facts of Love," English film. The $400,000 house has been renamed the Carnegie.

Change dim screen TO bright screen

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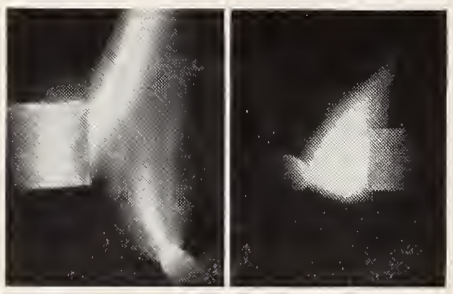
Use "NATIONAL" High Intensity Projector Carbons and make box office BOOM!



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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 110 NEW YORK, U. S. A., THURSDAY, DECEMBER 8, 1949 TEN CENTS

A $16-Million Net Profit for Para. Theatres

Para. Pictures Profit Is Near $3-Million

United Paramount Theatres and subsidiary companies had an estimated combined *pro forma* consolidated profit of $16,320,000, including a $2,031,000 net share of undistributed earnings of partly owned non-consolidated companies, for the 39 weeks ended Oct. 1, 1949, the company disclosed in a statement to stockholders yesterday, designed to acquaint them with the corporate standing in advance of reorganization.

For the entire year of 1948, the present company had a profit of $18,400,477, including a $1,673,000 net share of undistributed earnings. Profit for the 13 weeks ended Oct. 1, 1949, was estimated at $3,766,160.

Paramount Pictures Corp. estimated a consolidated net profit of $2,979,000 for the 39 weeks ended

(*Continued on page* 5)

Balaban's New Post At Reduced Salary

Paramount president Barney Balaban has agreed to remain as chief executive of the new Paramount Pictures Co. for three years with his salary reduced from $3,000 weekly to $2,000 under terms of a proposed settlement of the action brought against him and other executives of the company by two stockholders. The

(*Continued on page* 5)

Para. Pays Wilby, Kincey $7,700,000

Paramount paid $7,700,000 to buy out partners R. B. Wilby and H. F. Kincey and their associates, giving the company 100 per cent ownership of Alabama Theatres, North Carolina Theatres, Drive-In Theatres S. C., Inc., and Greenwood Theatres, Barney Balaban told stockholders in a statement yesterday. The transaction involved cash and notes. The companies hold 100 per cent interest in 77 houses and part interest in 24 others.

Additional Prints To Boost 20th-Fox Costs by $340,000

NEW ORLEANS, Dec. 7.—Under a plan designed to contribute to the solution of the print shortage problem, outlined today by distribution vice-president Andy W. Smith, Jr., before a meeting of Gulf States Allied, 20th Century - Fox has committed itself to the investment of more than $340,000 annually to make an additional 50 prints per "A" picture available to its customers. Increase is from 350 to 400 prints per picture.

Andy W. Smith, Jr.

"We feel confident this plan will permit us to move up the availabilities of still more accounts," Smith told the meeting, "and place us in a position where we can supply prints when they are required to meet those

(*Continued on page* 4)

Name Buxbaum Para. Cleveland Manager

Harry Buxbaum, Jr., has been named Paramount branch manager in Cleveland, it was announced here yesterday by A. W. Schwalberg, Paramount distribution vice-president. He replaces Saul Frifield, who is going into business on his own.

Buxbaum was formerly sales manager in Philadelphia.

FILM ARBITRATION TO END DEC. 31

FWC San Francisco Control Diminishes

San Francisco, Dec. 7.—Competition is becoming keen in San Francisco. A short time ago Fox West Coast operated all of the first-run theatres on Market Street; today they operate but one, the Fox, at Market Street's extreme upper end (called by some—off the beaten track). Paramount, Northcoast and Loew's have reclaimed their houses with three going to Paramount, three to Northcoast and one to Loew's.

Companies, Association Fail to Agree on New Plan; Study Continuing

The industry arbitration system, inaugurated under the Federal consent decree of Nov. 20, 1940, will be liquidated this month and will cease to exist after Dec. 31.

Inability of the five companies supporting the nationwide system of arbitration tribunals and the three-man appeals board in New York to agree with American Arbitration Association officials on a new system of industry arbitration brought about the decision to end the operation.

The five companies supporting arbitration were Loew's, Paramount, RKO, 20th Century-Fox and Warners. Costs aggregated $300,000 annually, of which $78,000 went for the appeal board.

Due to exhibitor failure in recent years to avail themselves of the arbi-

(*Continued on page* 5)

3 Meetings Launch Ned Depinet Drive

The 1950 "Ned Depinet Drive" is currently under way with preliminary meetings scheduled for today in the San Francisco, Albany and Toronto RKO Radio exchanges, the latter meeting including Calgary, Winnipeg and Vancouver branches. Conducting the meetings will be drive leaders Walter E. Branson, Western division sales manager; Nat Levy, Eastern, and Charles Boasberg, North-South division manager, and their respective assistants, Harry Gittleson, Frank Drumm and Carl Peppercorn.

The Depinet drive, as announced by Robert Mochrie, RKO Radio sales vice-president, will extend over 26 weeks.

'PR' Parley to Aim For Solid Structure

While the agenda for the all-industry public relations program conference in Washington on Monday and Tuesday is said to be "nebulous," the conferees, under the chairmanship of Ned E. Depinet, are expected to strive to set up a permanent administration structure before the hour of adjournment.

Sources close to potential policy

(*Continued on page* 4)

BRITISH INDUSTRY LIKES PLANT REPORT BUT IS WARY OF CONTROL

By PETER BURNUP

LONDON, Dec. 7.—Dangers to Britain's film industry, if not outright nationalization thereof, are discerned by some of the trade's most forward-looking elements in the proposal of the government committee of which Sir Arnold Plant is chairman, for establishment of an independent group to exercise authority over all industry operations.

Although Plant's committee does not favor nationalization of the film industry, most film men say the proposal for establishment of the permanent supervisory body is a potentially dangerous proposition which demands close watching.

In that regard, the *Manchester Guardian* remarks "this at least may appeal to Harold Wilson, president of the Board of Trade, who never hesitated for a moment to appoint a committee but has, perhaps, hesitated to do anything more specific."

Despite such captious criticisms, the government is not equipped to enter into show business's land of make-believe.

The report of Plant's committee impels many in the trade to believe that something will be done by the government now to save the business of production and also to stimulate the

(*Continued on page* 4)

Circuit Head Sees Business Improving

Hartford, Dec. 7.—"Product and labor conditions" are the reasons for the recent drop in theatre business, according to Samuel Goldstein, president of Western Massachusetts Theatres, Inc.

Goldstein, however, is optimistic on future prospects.

"Business," he declared, "is always good when we have good pictures and from what I can see we are going to have some excellent product and I see business improving."

U. S. Showmanship Tops, Salmon Finds On European Tour

American showmanship and methods of application are the best in the world, Montague Salmon, managing director of the Rivoli Theatre, declared here yesterday following his recent return from England and France. He said that impression is particularly striking when one observes exploitation methods abroad.

Salmon stated there was considerable talk in British industry circles about nationalization, but the consensus of opinion among exhibitors was that there would be none. For one thing, Salmon said, there is strong industry opposition to it. The industry believes that nationalization would not only be commercially imprudent, but would stifle creative impulses.

Exhibitors in England are mostly plagued by a lack of product, with the result that they are heavily resorting to reissues. Salmon found that Britain on the whole favored American product. He observed that while there is a box-office decline in downtown houses, newsreel theatres are doing a peak business. Salmon attributed this boom to the fact that newsreel admissions are not as high as general houses, and there is little television in England to deflect potential newsreel theatre patrons.

Cameramen's Shop Contract Challenged

WASHINGTON, Dec. 7.—The U. S. Supreme Court has been asked to rule whether a union of film cameramen, with a closed shop contract in the film industry, can refuse a qualified cameraman a chance to work in the industry.

Curtis Courant, who came to this country from Poland in 1941, brought the suit against the Inaternational Photographers of the Motion Picture Industry, Local No. 659. This union has a closed shop contract.

When Courant first came to the country, the union denied him admission as an alien. After he had become naturalized, the union said it had closed its membership rolls. As a result, he has been able to work only a few times, under temporary work permits. Both the District Court and the Ninth Circuit Court of Appeals threw out Courant's suit for damages.

Plaque to Leonidoff For Communal Aid

Leon Leonidoff, Radio City Music Hall producer, will receive a plaque from Yeshiva University Sunday night at the University's 21st annual scholarship fund dinner in the Hotel Astor here. The plaque will cite Leonidoff for his years of service to the University and to other communal causes.

Leonidoff has produced the annual pageant which is presented at the scholarship fund dinners, a tradition which was started 21 years ago by the late W. G. Van Schmus.

Personal Mention

JOSEPH S. HUMMEL, Warner International vice-president, left here yesterday to return to Paris.

•

GAEL SULLIVAN, Theatre Owners of America executive director, is due to return to New York today from Montgomery, Ala.

•

CARL KRUEGER, independent producer, has arrived here from Chicago for conferences with Eagle-Lion executives.

•

EDWARD L. HYMAN, Paramount Theatres Service Corp. vice-president, has left New York for Cincinnati; he will return on Friday.

•

FLORENCE MANNIX of Loew's International was married over the weekend to LT.-COL. JOSEPH F. ESCUDE. The bride is a niece of EDDIE MANNIX, M-G-M studio executive.

•

G. I. WOODHAM-SMITH, J. Arthur Rank Organization general counsel, arrived here yesterday from London.

•

MESSMORE KENDALL, president of New York's Capitol Theatre, will celebrate a birthday tomorrow.

HOWARD DIETZ, M-G-M advertising-publicity vice-president, will return here on Monday from the Coast.

•

JAMES E. PERKINS, managing director of Paramount Film Service, and MRS. PERKINS; FREDERICK BRISSON and his wife, ROSALIND RUSSELL; GEORGE MURPHY and MRS MURPHY; ANN SOTHERN; BRIAN AHERNE and MRS. AHERNE; JOHN BOLES and MRS. BOLES are among the passengers who arrived here yesterday from Europe on the *S.S. Queen Elizabeth*.

•

J. R. VOGEL, Loew's vice-president, MRS. VOGEL and HARRY MOSKOWITZ, in charge of construction and maintenance, will leave San Francisco tomorrow for New York.

•

EDWARD J. PESKAY, producer's representative for HARRY M. POPKIN, has left here for the West Coast, to confer with POPKIN on production plans.

•

DAVID D. HORNE, Film Classics foreign sales manager, has left here for Puerto Rico.

Gordon Heads Tent In New England

BOSTON, Dec. 7.—Louis N. Gordon has been elected chief barker of Variety Club of New England for the coming year, succeeding E. Harold Stoneman. Other officers elected are Samuel Pinanski and Max Levenson, assistant chief barkers; Louis Richmond, dough guy; Arthur H. Lockwood, property master.

Directors are: Pinanski, Walter A. Brown, Martin J. Mullin, Philip Smith, Richmond, Ben Rosenwald, Lockwood, Ralph Snider, Levenson, A. Yarchin; M. M. Weiss, Joe Cifre, Stoneman, Theodore Fleisher, John J. Dervin and William S. Koster, executive director.

France Is Expected To Extend Subsidy

WASHINGTON, Dec. 7.—Continued government subsidization of the French film industry is predicted by the U. S. Commerce Department.

A report by film chief Nathan D. Golden said that subsidization has helped restore French film production, but that more help is still needed. This, of course, means continued high taxes.

Hearing in Jan. for Phila. Clearance Suit

PHILADELPHIA, Dec. 7.—Counsel for Fried Theatre Management, owner of the new City Line Center Theatre, and for eight distributor defendants, met today in an attempt to set a date for what may be the final hearing in the run-and-clearance case.

The hearing before U. S. District Court Judge Welsh here is expected to be held next month, according to City Line counsel Albert M. Cohen, following the attorney's conference.

'Boundaries' Censor Hearing Postponed

Ambrose Doskow, representing Judge Samuel Rosenman's law firm, Rosenman, Goldmark, Colin and Kaye, here, will return today from Atlanta where he has been conferring with local lawyers on the defense motion to postpone hearings on the "Lost Boundaries" censorship case from Dec. 16 until January. A spokesman for producer Louis de Rochemont says that his side has no objection to a postponement, provided the January date is for a final, rather than the temporary hearing originally scheduled for Dec. 16. Purpose of hearing is to obtain an injunction against censors' ban of the film, and Judge Rosenman is expected to argue the case.

Press Sees 'Movie Quiz'

HOLLYWOOD, Dec. 7.—"Movie Quiz," a box-office stimulant devised in 1942 but shelved due to wartime grosses, was demonstrated to the press in revised form today by its present owners, a corporation headed by Jack Moser. The audience game, which its sponsors say has been cleared by the Post Office Department, utilizes tear-cards by which patrons indicate their answers to questions asked in 52 10-minute reels exhibited weekly, with local, regional and national prizes offered highest scorers. Although advance bookings are being taken now, a sales campaign will be launched in the trade press on Jan. 1, with bookings offered nationally a month later.

King Meets Boston Press

BOSTON, Dec. 7.—Henry King, director of 20th Century-Fox's "Prince of Foxes," was a guest at a press luncheon here today. He was presented to exhibitors this afternoon at a cocktail party at the Ritz-Carlton.

Carry Yonkers Tax Fight to Council

A group of Yonkers, N. Y., theatremen, representatives of both the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association, will appear at a hearing before the Yonkers Common Council today to protest the five per cent admission tax proposed by City Manager Donald Wagner.

The fight waged by ITOA and MMPTA has had as a result about 9,000 protests from the public filed with the city clerk.

Notables to Attend 'Iwo Jima' Opening

SAN FRANCISCO, Dec. 7.—Gov. Earl Warren will attend the premiere of Repblic's "Sands of Iwo Jima" on Dec. 14 at the Fox Theatre here. Also atending will be a group headed by Mayor Earl J. Robinson and Herbert J. Yates, president of Republic.

Official announcement of the premiere was made yesterday at a luncheon at the Marine Memorial Club, at which producer Edmund Grainger and Marine officers spoke.

'Iwo Jima' Gets First Booking In Los Angeles at the Circle

Republic reported here yesterday that its "Sands of Iwo Jima" has been booked into the Cathay Circle in Los Angeles for an extended run, beginning Dec. 28, the first booking in that city.

Plans State Laws to Restrict Billboards

ALBANY, N. Y., Dec. 7.—Legislation to limit the use of billboards will be introduced at the next meeting of the state legislature, Senator Thomas C. Desmond, Newburgh Republican, has announced. In the meantime, Desmond urged a boycott against concerns that erect unsightly or dangerous billboards.

'Battleground' Re-dated

Pre-release engagements for M-G-M's "Battleground" have been set for Dec. 31 at the Grand Theatre, Atlanta, and the State, St. Louis, instead of Loew's houses in Houston and Kansas City, as previously announced. A Christmas Day opening at Loew's Stillman, Cleveland, still stands.

Five M-G-M Pictures on Broadway for Holidays

Metro-Goldwyn-Mayer will have five pictures on Broadway for the holidays, with "Battleground" continuing at the Astor; "Adam's Rib" at the Capitol, opening Christmas Day; "Intruder in the Dust" continuing at the Mayfair; "On the Town," which opens today at the Music Hall, while the State will have "East Side, West Side," succeeding "Holiday Affair" on Dec. 23.

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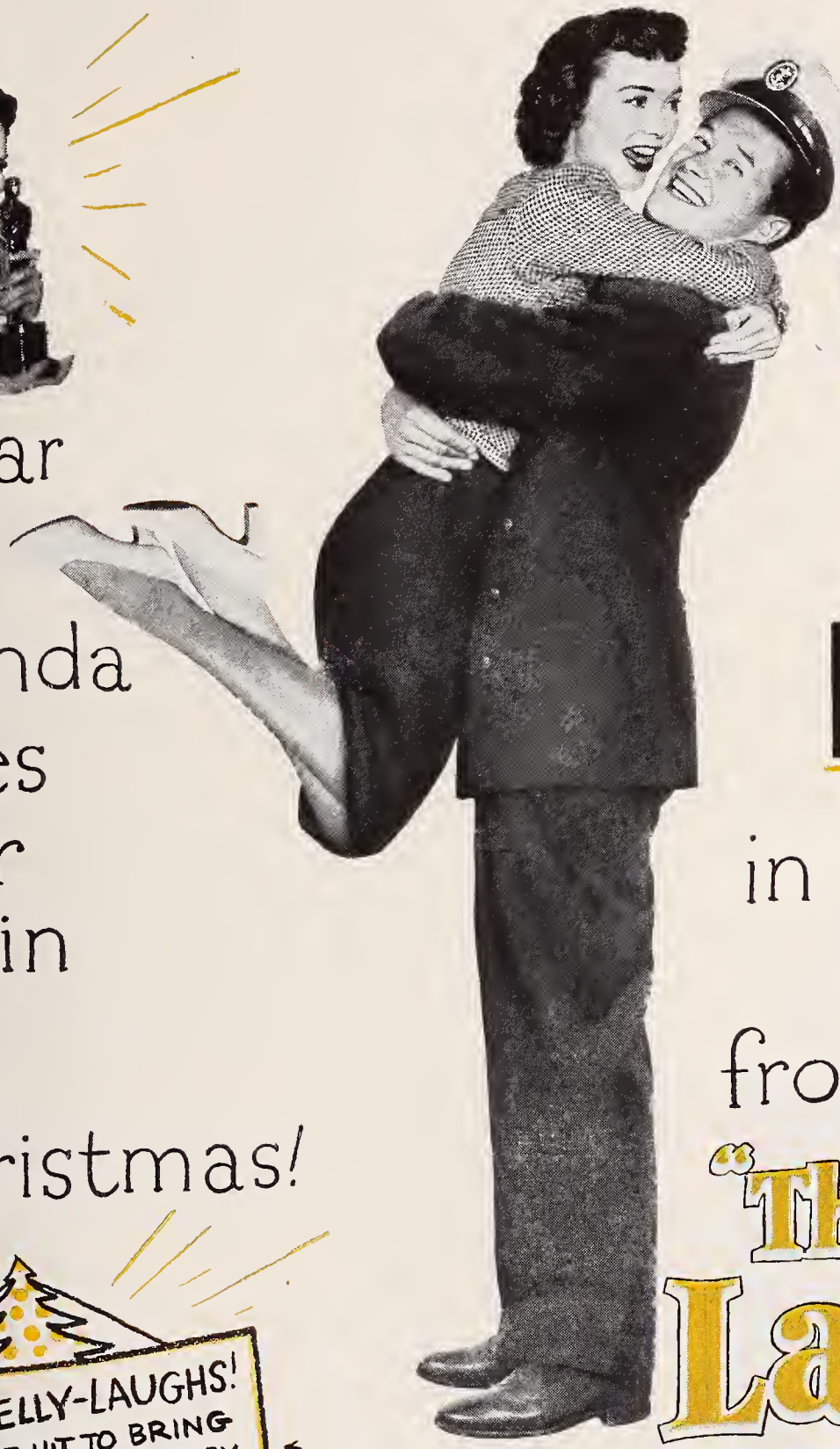
The Lady who took the Oscar for Belinda takes over again on Christmas!



JANE WYMAN and DENNIS MORGAN

in the Laughin'est Lovin' ever from Warner Bros!

"The Lady Takes A Sailor"

"REAL BELLY-LAUGHS! SURE-FIRE HIT TO BRING EXTRA SHEKELS INTO EVERY BOXOFFICE!" HOLLYWOOD REPORTER

← a holiday cheer! they're all doing it!

WITH EVE ARDEN ROBERT DOUGLAS · ALLYN JOSLYN · TOM TULLY

DIRECTED BY MICHAEL CURTIZ · PRODUCED BY HARRY KURNITZ

SCREEN PLAY BY EVERETT FREEMAN · FROM A STORY BY JERRY GRUSKIN • MUSIC BY MAX STEINER

20th-Fox Prints

(*Continued from page 1*)

availabilities."

The annual additional print cost to 20th-Fox is arrived at on the basis of 19 black-and-white and five Technicolor "A" productions released by the company this year. Smith pointed out, however, that 20th-Fox will increase the number of its "A" features next year.

Good for 60 Bookings

Smith explained that the company's experience "shows that the average life of a print is 60 bookings. On a top attraction we will obtain 14,000 bookings, although in a few instances that number may be increased to 15,000 or even 16,000. However, taking 14,000 as a good high average, you will see that were we able to pick and choose our dates as we saw fit, on the basis of 60 bookings a print, we would only require 233 prints to service all 14,000 accounts. Today, we are making 350 prints, which is 117 more than we would require were each print to serve out its maximum lifetime."

However, Smith continued, "we recognize that it is not only impossible, but economically unsound, both from your viewpoint as exhibitors and ours as distributors, to make up only a minimum number of prints, and, therefore, we have been agreeable to making the additional 117 prints. Now, we are going to go still a step further and on our top pictures, whether they be black-and-white or Technicolor, we will have available 400 prints, or 50 more than currently."

With black-and-white prints costing $200 each and Technicolor prints $600 each, the aditional 50 of the former will cost 20th-Fox $10,000 per production and the latter $30,000 each, the distribution chief said.

He said that the extra prints will not be distributed "hit or miss," since that "would solve nothing." The company has considered the needs of each of its seven divisions in the U. S., branch by branch, and collectively, he added, admitting that big-city divisions still pose problems. However, Smith held that careful plotting of dates in each exchange area, plus "the wholehearted cooperation and understanding of exhibitors" would cause those problems to be surmounted.

To Continue Bidding

Smith reminded his listeners that since Nov. 1 the company's product has been offered in New Orleans and surrounding area on the basis of competitive negotiation. "I can assure you," he said, "that we will continue to pursue this course. We will sell our pictures to the most enterprising showman. This is a policy that will prove beneficial to you as exhibitors, as well as to us."

Divorcement of exhibition from distribution, Smith predicted, will lead to greater competition, particularly in the larger cities and towns, with the result that there will be greater need for additional "A" pictures. Thus, said Smith, 20th-Fox will increase its "A" features next year. He credited company president Spyros P. Skouras and production chief Darryl F. Zanuck for this.

On the subject of drive-in competition, Smith declared: "We recognize our responsibility to the 52-week operation which shows our pictures day in and day out, throughout the year. Our practice of refusing to grant drive-in theatres a first-run showing in any city or town that has adequate first-run theatres, will be continued."

Smith told his audience that he sees a bright 1950 for the industry. He said he foresaw also a "rapid reduction of unnecessary legal actions through the general adoption of an arbitration or conciliation plan" similar to the one he and Allied's Benny Berger of Minneapolis formulated in June, 1948. He said the plan has proven very successful in eliminating law suits in the Minneapolis territory.

As evidence of the effectiveness of 20th-Fox's pursuit of its plan of local autonomy for its sales offices, Smith said that to date the company has 42,342 more contracts than it had in 1948, and 43,584 more playdates. "In addition," he declared, "we have sold about 2,000 accounts during the last seven months that had been off our books for a long period."

Smith spoke at the final session of Gulf States' two-day convention, said to be one of the most successful in its history. W. A. Pruitt, Jr., president, presided. A banquet tonight at the Hotel Jung closed the meeting.

Review

"Undertow"

(*Universal-International*)

THERE is solid entertainment in this story of a murder in which the innocent chief suspect turns sleuth to find the real murderer and clear himself. An oft-told plot, William Castle gives it new life, directing from the screenplay by Arthur T. Herman and Lee Loeb.

Scott Brady plays the hero who returns after seven years in the Army, determined to quit the gambling racket and all set to get down to the serious and carefree business of running a vacationers' lodge out West. He gives a quiet, natural performance, supported strongly by Universal's talented newcomer, Peggy Dow.

With no strong names in the cast, "Undertow," produced by Ralph Dietrich, shows up with some fine performances. Dorothy Hart plays Brady's double-crossing girl friend; John Russell takes the part of the villain; Bruce Bennett is effective as the detective and Dan Fernell also registers strongly in several scenes.

Brady meets Peggy by accident in Reno and again on his way to Chicago. He wants to marry Dorothy, the daughter of the head of a glambling syndicate. Brady is framed for the gambler's murder but eludes the police long enough to follow up a few clues with the help of Peggy. It finally turns out that Dorothy and John Russell have double-crossed him all along. With police officer Bennett joining the hunt, the villains are brought to justice.

Running time, 70 minutes. General audience classification. For December release.

'P. R.' Parley

(*Continued from page 1*)

makers on the committee have cautioned that "earthshaking results" should not be expected from this, virtually the first, meeting of the group. They point out that it would cause no surprise at all if the meeting concluded without setting up an operations budget. Other meetings will be following, it was emphasized.

It is understood that "six or more" plans for financing will be assayed by the committee at either the forthcoming parley or some subsequent meeting. To date, however, no amount has been formally recommended for the budget, it was said.

British Like Report

(*Continued from page 1*)

exhibition side. A date for Parliamentary debate on the report is expected to be set tomorrow.

J. Arthur Rank said late today he prefers to withhold comment on the report until he has given it further consideration.

The consensus of many newspaper comments on the report was that while it is a masterly exposition of the film business, it is regrettable that the report did not pursue the subject to its logical end and recommend complete divorcement.

Beaverbrook Caustic

For example, Lord Beaverbrook's *Evening Standard* tartly comments, "the committee made an admirable diagnosis, then proceeded not to lop off the tentacles but to manicure the monopoly's nails. The proposals are technical and mincing, and are pygmied by the hugeness of the monopoly power held by the combines. The only means of saving the production industry are in giving the producer an independent bargaining status in a truly competitive market."

The conservative *Times*, which is frequently inspired by government confidantes, sagely points out that in the event of complete divorcement the readiest theatre buyers may well prove to be American film companies or their nominees.

Accordingly, it continued, the government might feel forced to preserve the best theatres from falling under the control of foreign interests.

Some See Benefits

Some exhibitors and other trade interests are inclined to support this view claiming, despite the non-industry critics, that Plant's committee did a first-rate job. The trade feels that Plant's recommendation for resumption of the old-time area booking system, with insistence upon all pictures being sold locally to the highest bidder, and the prohibition of block selling, would be the greatest single curb of the major evil, monopolistic control.

Herbert Wilcox, whose representations in that regard led directly to those recommendations, is jubilant and proposes to pursue his campaign to have the government establish a maximum of 100 theatres for all circuits, regardless of the alleged peril of divorced theatres coming under control of foreign interests.

The industry was united in welcoming Plant's declaration that the entertainment tax is a crushing burden upon all branches of the industry. The Cinematograph Exhibitors Association is now embarking on an aggressive lobbying campaign aimed individually at every member of Parliament in an effort to obtain relief from the tax.

THERE'S A SHOCK IN STORE
FOR YOU—IN THE FILE ON
Thelma
Jordon

We're Back Again
YOUR HOSTS – THE FAMILY JACOBS
Lord Tarleton
MIAMI BEACH
OCEAN FRONT • 40th to 41st Sts.
COMPLETELY AIR-CONDITIONED
Walter Jacobs
N. Y. Office TR 4-3193

Towne Trust Suit Arguments Today

Chicago, Dec. 7.—Closing arguments in Towne Theatre, Milwaukee, anti-trust suit will start here tomorrow before Federal Judge John P. Barnes and are expected to be finished on Friday. Hearings in the $1,000,000 damage suit started Oct. 24 and ended Nov. 25 before Judge Barnes. During the hearings, more than a score of key industry figures testified both for the defense and the plaintiff.

Arbitration

(*Continued from page* 1)

tration system in anything but a minor degree, there has been little incentive for continuing the tribunals in recent years. There was even less after Paramount and RKO entered into consent decrees this year which will separate their production-distribution operations from exhibition.

Drop in Complaints

In the past year and a half only seven exhibitor complaints were submitted to arbitration. In the first years of operation of the system several hundred complaints were entered and processed, but the number declined steadily and substantially thereafter. Organized exhibition often claimed that the process was too expensive, too time consuming and fettered by too many restrictions to make it of genuine value to exhibitors.

By far the largest number of complaints handled by the tribunals had to do with clearance. After the Supreme Court in the government anti-trust suit against the major companies placed the burden of proof of the reasonableness of clearance on distributors, even those complaints were submitted less frequently to arbitration.

Despite waning industry interest in arbitration, some support was evidenced by distributors for recent proposals made by the American Arbitration Association to propose new rules which would be more attractive to exhibitors and which might earn court approval, while reducing physical operations to a more economical level. The plans considered reduction of the 31 local tribunals to about 18 and the elimination of some costly appeal board facilities. It was also hoped that three to six additional distribution companies could be interested in the system, thus making the cost lower.

Will Open Own Offices

Apparently no agreement could be reached on the proposals and they have been abandoned.

Spruille Braden, president of AAA, announced yesterday that early in 1950 the Association will open its own offices in key cities. With industry permission, the Association for some years now had been using the film tribunal facilities around the country for other than motion picture arbitration. Under its own future operations it hopes to develop methods which will commend themselves regularly to use by motion picture interests.

Formal industry support of the boards ended Nov. 30, but the five companies will pay liquidation expenses this month.

Review

"Port of New York"

(*Eagle-Lion*)

THE U. S. Customs Bureau of the Treasury Department comes in for its share of glory in a tale of dope smuggling realistically set against a New York background. Plenty of action followed by the triumph of justice gives this screenplay by Eugene Ling enough interest for the average audience. Aubrey Schenck produced.

Performances are adequate though standardized throughout. Scott Brady and Richard Rober play the two Treasury officials who, aided by a great deal of luck in their sleuthing, track down the dope smuggling ring. K. T. Stevens, who has not been seen on the screen for quite a while, takes the female lead opposite Yul Brynner, who registers as the suave heavy. Lynn Carter is effective in her part and Arthur Blake turns in a very fine performance as a small-time racketeer.

Laslo Benedek's direction pays full heed to the value of the background scenery, which ranges from shots of the elevated to scenes on the waterfront, Pennsylvania Station and Wall Street. The weakness of the picture is in its story which follows too much the conventional pattern established by other documentary-styled films.

A big shipment of dope arrives aboard a Turkish liner and is smuggled ashore. The man who delivers it is murdered. From bits of information and some patient detective work Brady and Rober piece together clues that lead them to the gang's hideout on a yacht. Brady is shot and Rober finally catches up with the criminals by posing as a dope peddler from Canada.

Running time, 79 minutes. General audience classification. For December release.

More than 50 Films in '50 for Eagle-Lion

With the completion of a distribution deal with Jack Schwarz Productions calling for 22 features and eight Westerns during 1950, Eagle-Lion will have a completely-rounded program of product totalling more than 50 pictures for the year, E-L distribution vice-president William J. Heineman said here yesterday.

Balaban's New Post

(*Continued from page* 1)

two stockholders, Hyman Horwitz and Ralph D. Goldberg, have agreed to the settlement which will be the subject of a U. S. District Court hearing here on Dec. 21.

The suits were filed after Paramount sold to Balaban in 1944 $2,000,000 in notes of the corporation, convertible into common stock at $25 per share (changed to $12.50 per share after the stock-split in 1946), in return for his agreement to remain in the employ of the company until Jan. 1, 1948. Terms of the sale included the completion of an agreement with the Treasury Department that the transaction would be considered non-compensatory and the company would not claim a deduction in the event of conversion. It also provided for an expense account of $400 per week. The proposed settlement provides for a general expense account of $400 which need not be accounted for and an additional amount for specific expenses.

In addition he will, before Dec. 31, 1949, exercise the conversion privilege for $1,000,000 worth of the notes which under the original agreement he is entitled to hold until Dec. 31, 1951. Liability for the remaining $1,000,000 worth, which he will hold, will be divided equally between United Paramount Theatres and Paramount Pictures.

In the notice of settlement the company and directors deny allegations in the stockholder suit and say, "The corporation and the directors . . . believe that if these actions were to be tried, judgment would unquestionably be entered for the defendants. . . . They propose this settlement only in the interest of economy, both of expense and time."

Jacocks and Liss Promoted by WB

HARTFORD, Dec. 7.—Max Hoffman, head of the booking department at the Warner Theatres' New England zone office at New Haven, has resigned. He had been associated with the organization for 20 years. Replacing him is Bert Jacocks, film booker for Warner Theatres in Boston and Worcester, with John Liss, former Warner circuit manager at Lawrence, Mass., taking over Jacocks' former position.

Para. Theatres Net

(*Continued from page* 1)

Oct. 1, 1949, including a $582,000 net share of undistributed earnings. Earnings of the third quarter of 1949 are estimated at $1,872,863, compared with $524,137 for the entire first six months of this year.

In a letter to stockholders, president Barney Balaban pointed out that the earnings estimate for the third quarter bear out his report of last April that improvement was anticipated. While theatre earnings are "somewhat below those for the same period of 1948, they have been relatively stable throughout the year," he added.

Sees Both Sound

Regarding reorganization of the corporation on Jan. 1, Balaban said: "I do not believe that the separation of the enterprise will make the two parts less sound than the one was. Each will face new conditions, but I believe that both are well equipped to give a good account of themselves in their respective fields."

A *pro forma* consolidated balance sheet for each of the two companies also was sent to stockholders yesterday.

United Paramount Theatres, as of July 2, 1949, had total current and working assets of $17,890,278, including $16,504,930 in cash and government securities, and total liabilities of $8,244,731.

Paramount Pictures Corp., as of the same date, had total current and working assets of $72,903,180. This included $27,360,277 in cash and U. S. and Canadian securities. Current liabilities as of the same date were listed at $9,585,803.

He's the Ladies' Home

COMPANION

—They All Love Him!

BOB HOPE RHONDA FLEMING

in

"The Great Lover"

with

ROLAND YOUNG · ROLAND CULVER · RICHARD LYON · GARY GRAY

Produced by EDMUND BELOIN · Directed by ALEXANDER HALL

Written by Edmund Beloin, Melville Shavelson and Jack Rose
"A Thousand Violins" and "Lucky Us" are its smash songs by
Jay Livingston and Ray Evans (they wrote "Buttons and Bows")

EXTRA!

Bob's A Cover-Boy . . . A Lover-Boy!

"A profitable booking venture!" *says Boxoffice.*

PARAMOUNT'S HIT FOR THE CHRISTMAS HOLIDAYS

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 111 NEW YORK, U.S.A., FRIDAY, DECEMBER 9, 1949 TEN CENTS

Employes Buy 130 Griffith Chain Houses

New Video Independent Company Takes Over

OKLAHOMA CITY, Dec. 8.—More than 100 theatres of the Griffith circuit in 47 Oklahoma and Texas towns have been acquired by eight former Griffith employes organized as Video Independent Theatres, Inc., it was announced here today by W. T. Spears, Griffith vice-president.

Claude O. Fulgham, vice-president of Video Independent, said that all present employes will be retained and no changes in policy are contemplated. A broad new employes' profit-sharing and welfare program

(*Continued on page 5*)

Finkelstein Named General Attorney

Herman Finkelstein, resident counsel of the American Society of Composers, Authors and Publishers for the past seven years, has been named the Society's general attorney, it was announced following a board of directors meeting here yesterday by Ascap president Fred E. Ahlert. The

(*Continued on page 7*)

Mail Storm Urges 'Treason' Release

Edward A. Golden and Freedom Productions, producer of the Cardinal Mindszenty trial film, "Guilty of Treason," were buried under an avalanche of correspondence—several thousands of letters and cards—yesterday urging early release for the picture.

The messages came from all parts of the country, from persons in all walks of life. Golden said it was his most extraordinary experience in 30 years in show business. He believes they resulted from syndicated column and radio broadcast references to Communist opposition to the picture and believes they will continue to be received for some time to come.

U.S. Says Distributor Can Charge the Limit—Exhibitor Doesn't Have to Buy

Washington, Dec. 8.—Assistant Attorney General Herbert Bergson today indicated that the Department does not consider it illegal for a film distributor to ask any price for a film no matter how high, so long as it does not attempt to set the admission price which the exhibitor must charge. This would be true, he said, even if the distributor's price forced a boost in the admission price, just as long as the admission price was not specifically set by the distributor.

This statement threw further cold water on exhibitor hopes for Department action against Columbia Pictures for its sales policies on "Jolson Sings Again." Department officials previously had questioned how much they could do, assuming they wanted to, without a final Paramount case decree.

"When a distributor asks terms for a picture, he is putting a value on his own product," Bergson said. "I cannot see anything illegal in that. The exhibitor does not have to take the picture. If the distributor wants to price himself out of the market, that is his worry, not ours."

TAX BENEFITS FOR FILM FIRMS, OTHERS, IN TREASURY PROPOSAL

WASHINGTON, Dec. 8.—The Treasury Department will recommend to Congress certain changes in the tax laws to ease taxes on income earned abroad.

While the new program is aimed mainly at stimulating foreign investments under President Truman's Point Four program, film companies would benefit tremendously if the Treasury recommendations were put into law. Chief gain would be from easier tax treatment of funds frozen overseas.

The Treasury program is now being put into specific legisiation for presentation to Congress early next year.

Most important change would be

(*Continued on page 7*)

Exhibitors Ordered To Permit an Audit

CLEVELAND, Dec. 8.—Motions for inspection made by distributors in four pending percentage suits were granted in Federal Court here. In actions against M. C. Martin, Andrew Martin and Albert Martin, a decision by U. S. Judge Jones was handed down granting the audit of the records of the Dayton Theatre in Akron, operated by the defendants. At the same time, the Court denied motions made by defendants in each case to dismiss the complaints for lack of jurisdiction. The actions are for four separate suits brought by Paramount, RKO Radio, Loew's and 20th Century-Fox.

Jones, Day, Cockley and Reavis are the attorneys for each plaintiff-distributor and Sargoy and Stein of New York are of counsel.

Display Almanac's 'Great 100' List At Academy Theatre

HOLLYWOOD, Dec. 8.—Now on display at the Academy of Motion Picture Arts and Sciences is an exhibition based on "The Great Hundred," one of the features of the 1949-50 Quigley Publishing Company's International Motion Picture Almanac. "The Great Hundred" is a list of the outstanding motion pictures down through the years and includes top-line money-making attractions of their day as well as those films now assured permanent places in the history of the industry by creative and artistic standards.

The unusual exhibit is mounted in five large wall cases in the foyer of the Academy Award Theatre and on

(*Continued on page 6*)

Canada Decides on Government Video

OTTAWA, Dec. 8.—Though public ownership was sharply attacked by the opposition, the Canadian government discloses that a public-operated television system will commence about Sept., 1951, in Montreal and Toronto. Construction will start next spring, followed later by program service for stations in other cities.

Revenue Minister McCann said a $4,500,000 loan to the Canadian

(*Continued on page 7*)

20th 'Sounds Out' D. of J. On a Decree

Koegel and Royall Confer With McGrath on Angles

Twentieth Century-Fox yesterday put out the first feelers for a consent decree settlement of the government's anti-trust case against the company.

This was disclosed by a responsible industry official here after Otto E. Koegel and Kenneth Royall, two of 20th-Fox's top legal counsel, held a lengthy conference with Attorney General McGrath and Assistant Attorney General Bergson in Washington yesterday.

None of the principals would comment on the meeting, but the industry source said that the attorneys, while making no specific consent decree proposals, did sound out the government's attitude toward some general problems.

National Theatres head Charles P. Skouras and the 20th-Fox attorneys had conferred with the government officials just before Thanksgiving Day, but the report from that meeting

(*Continued on page 7*)

Name Mack Jackson Ala. TOA President

MONTGOMERY, Ala., Dec. 8.—Mack Jackson of Alexander City has been elected president of the Alabama Theatre Owners and Managers Association, succeeding W. R. Griffin. ATOMA is a Theatre Owners of America affiliate.

Griffin was elected board chairman, replacing R. M. Kennedy, who was made vice-president. T. E. Watson was retained as secretary-treasurer. Elected directors were: P. A. Engler,

(*Continued on page 6*)

British Lion Has $3,272,427 Deficit

London, Dec. 8. — British Lion today reported a net operating profit of $616,204 for the fiscal year ended last March 31, but chairman Harold Drayton announced that after making provision of $3,888,632 for estimated loss on films and film advances to subsidiaries, British Lion had a deficit of $3,272,427.

Eastern Pa. Allied To Meet on Dec. 13

Philadelphia, Dec. 8.—A general membership meeting of Eastern Pennsylvania Allied has been set for Dec. 13 at the Broadwood Hotel here.

Although details of the agenda were not disclosed, an organization spokesman characterized the meeting as being "extremely important." High on the agenda is expected to be consideration of higher rentals which, some exhibitors say, require advanced admission prices.

Dewey Tops Patrons At 'Foxes' Benefit

The Roxy Theatre here will remain closed on Dec. 22 until 8:30 P.M., at which time the United Hospital Fund benefit premiere of "Prince of Foxes" will take place, it was announced here yesterday by 20th Century-Fox.

Among the patrons of the social affair will be Gov. Thomas E. Dewey and Mrs. Dewey; Italian Ambassador Albert Tarchiani and Mrs. Tarchiani; Senator Herbert H. Lehman and Mrs. Lehman; General Dwight D. Eisenhower and Mrs. Eisenhower; Ambassador Carlos Romulo, president of the United Nations General Assembly, and Mrs. Romulo; Mr. and Mrs. Winthrop Aldrich and Mr. and Mrs. Vincent Astor.

A parade of Army, Navy and civilian nurses will march from Duffy Square to the Roxy for the premiere. The nurses will be greeted in the lobby by numerous Hollywood personalities, who will arrive by air especially for the occasion.

Proceeds from the initial American showing of the film, made in Italy, will go toward the support of New York's 86 voluntary hospital members of the United Hospital Fund, which is conducting a campaign to raise $3,367,000.

Laurel to Produce Five in New York

Joseph Lerner, vice-president and executive producer of Laurel Films, has set five pictures for 1950 production in New York. The company has just completed its 1949 schedule with "Guilty Bystander."

"Nothing Short of Murder" is listed as the first production on the 1950 schedule, starting on Jan. 15. Others are: "Chain Reaction," "Deborah," "Mr. Universe" and "Crime Hunters."

14 Donate Yule Gifts For AMPA Party

Fourteen firms and individuals already have contributed gifts which will be distributed by the Associated Motion Picture Advertisers at its annual Christmas luncheon-party to be held on Dec. 21 at Town Hall here, it was reported yesterday by Max E. Youngstein, AMPA president.

Personal Mention

MORT BLUMENSTOCK, Warner advertising-publicity vice-president, and BILL BRUMBERG, in charge of field exploitation men, will leave here tomorrow for Helena, Mont., to confer on premiere plans for Warner's "Montana."

•

JAMES L. MURPHY, who resigned recently as a member of the Motion Picture Association of America's staff in London, will sail from England on Jan. 6 on the *S. S. America*. He will join the Wilbur-Ellis Co., San Francisco import-export firm.

•

JOHN WOOD, owner of the Zia Thetre, Springer, N. M., and MRS. WOOD are the parents of a baby girl, JENNIFER TERRY WOOD.

•

A. L. PRATCHETT, Paramount Latin American division manager, has returned to New York from a tour of South America.

•

FRED MYERS, Universal-International Eastern sales manager, who is in Cleveland, will return to New York on Monday.

•

E. K. (TED) O'SHEA, Paramount assistant general sales manager, is in Dallas from New York.

•

NORMAN SIEGEL, Paramount studio publicity head, will leave here today for the Coast.

C. J. LATTA, Associated British Picture Corp. managing director, will sail from England today with MRS. LATTA for a visit in New York.

•

CATHERINE FALCONE, secretary to Felix Sommer of Universal-International's foreign department here, will be the featured soprano at the Rehoboth Lodge, B'nai B'rith 90th anniversary dinner at the Park Sheraton Hotel on Sunday.

•

NED CRAWFORD, advertising-publicity director for RONALD W. ALCORN, is in New York from Hollywood conferring with United Artists executives.

•

CARTER BARRON, Loew's district head at Washington, has returned there from Key West, Fla., where he was a guest of President Truman.

•

JAMES JORDAN, Universal-International contract and playdate manager, is in Philadelphia this week from New York.

•

LAWRENCE WEINGARTEN, M-G-M producer-executive, left here for Culver City yesterday.

•

BENJAMIN THAU, M-G-M studio executive, is in New York from Hollywood.

•

TED TETZLAFF, RKO Radio director, is in New York from the Coast.

United Nations May Get Ban on 'Brave'

United Nations aid may be invoked soon, in a precedent-making procedure, to override a ban imposed by the South African government on Stanley Kramer's "Home of the Brave," which deals with anti-Negro discrimination in American life.

Inasmuch as the stand against the film there is very firm, United Artists, which handles world distribution, is preparing to bring the matter up before South African courts. That will mean an eventual appeal to the Privy Council, and should the ban still stand, South Africans may turn to the United Nations.

'Heiress' Run Is Extended on Coast

HOLLYWOOD, Dec. 8.—Staying power is being exhibited by William Wyler's "The Heiress" in Los Angeles, where the Paramount contender for Academy Award honors entered its eighth week at the Carthay Circle Theatre today, according to the company.

It has also entered its third week at the St. Francis Theatre in San Francisco and completed a five-week engagement at Radio City Music Hall in New York.

Case On Para. Stage

Russ Case, his 35-piece orchestra, chorus and soloist Robert Lenn will be on stage at the Paramount Theatre when "Samson and Delilah" opens there on Dec. 21.

Film Players Set New Mark for 'VA' Shows

Veterans Hospital Camp Shows, the organization which supplies year-round entertainment for "VA" hospitals throughout the country, report that with the closing of its "Take Hollywood to the Hospitals" project a new mark was set for 1949 in celebrity hospital entertainment.

Since Sept. 23, when Mark Stevens initiated the season's tours with his appearance at the West Roxbury Mass., "VA" hospital, 37 motion picture actors have joined the roster of personalities volunteering their time to tour the Veterans Hospital Camp Shows nationwide circuit, contributing 235 days to entertaining hospitalized veterans. Their work takes from six to 12 hours daily in ward visits.

'Pinky' Opens in Five Okla. City Houses

OKLAHOMA CITY, Dec. 8.—Opening here in a five-house first-run stand on Tuesday, Darryl Zanuck's "Pinky" is topping any 20th Century-Fox film shown here in years, according to the company. The film has out-grossed "I Was a Male War Bride" by a considerable margin, it was said.

Theatres playing the film here are the Criterion, Plaza, Ritz, Capitol and East Side.

Joffee Joins Pathe Video

Pathe Television Corp. has elected Sidney A. Joffee to vice-president in charge of merchandising, effective Jan. 1.

Italian Envoy Cites Wallis, Urges More Filming in Italy

HOLLYWOOD, Dec. 8.—"Italy strongly desires to increase its film trade with the United States and welcomes the making of pictures there," Mario Ungaro, new Italian Vice-Consul in Los Angeles, declared on his first visit to Hollywood.

"The filming of American pictures against the cultural backgrounds of Italy is an important aid to the understanding between the old and new worlds which is so essential for peace. My principal work here will be to promote real understanding between my country and yours," he said.

A scroll voicing official appreciation for "the contribution of the motion picture industry to international goodwill" was presented by the new envoy to Hal Wallis, producer of the film, "September," a large part of which was shot in Rome, Florence, Naples and other places in Italy.

Temple Benefit Sunday

Outstanding names of the entertainment world will be present at the Actor's Temple Benefit on Sunday night at the Mansfield Theatre here. The Temple, which is attended by many from the stage and the film industry, has as its spiritual leader, Rabbi Bernard Burstein.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Paramount presents
BOB HOPE
RHONDA FLEMING
"The Great Lover"
PARAMOUNT TIMES SQUARE
IN PERSON
CLAUDE THORNHILL
and his Orchestra
NANCY CLAYTON · RUSS McINTYRE
REO BUTTONS
THE ACROMANIACS
Extra
SARAH VAUGHAN
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
RIVOLI B'WAY AT 49 ST.
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
20th CENTURY-FOX

William POWELL · Mark STEVENS · Betsy DRAKE
in
"DANCING IN THE DARK"
A 20th Century-Fox Picture - Technicolor
— On Stage —
MINDY CARSON · CHANDRA KALY
and his Dancers
ROXY 7th Ave. & 50th St.

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FIRST TIME ANYWHERE!

A $5 GIFT TO EACH OPENING DAY PATRON!

DANCING IN THE DARK

THE GREATEST OPENING DAY PROMOTION IN HISTORY!

ALL FREE TO YOU!

A LIVE SHOW ON YOUR STAGE!

It'll have your patrons dancing in the streets and breaking down the doors. ***IT'S ALL YOURS...FOR FREE!***

1 **A certificate worth $5.00 entitling each opening day patron to a free lesson at the Fred Astaire Dance Studios—to be distributed in your lobby from a beautifully decorated booth (girl to match) all supplied by the Fred Astaire Studios!**

2 **And in addition, if you want, an ensemble of dancing couples to perform a special "Dancing in the Dark" presentation created by Fred Astaire Studios at every performance opening day.**

Here's all you have to do!.....

Twentieth Century-Fox in co-operation with the Fred Astaire Dance Studios offers this great promotion to every first-run exhibitor in any of the 30 cities listed below.

Book DANCING IN THE DARK

today and contact your local Astaire Studio representative.

CITY	ADDRESS	STUDIO MANAGER
Atlanta, Ga.	104½ Forsythe Street	Margie McBee
Baltimore, Md.	319 North Charles Street	William Howard
Battle Creek, Mich.	63 East Michigan Ave.	Maureen Reed
Boston, Mass.	92 Tremont Street	Eugene C. Williams
Charlotte, N. C.	401 East Trade Street	John A. Crawford
Chicago, Ill.	203 North Wabash Ave.	Terry Darling
Chicago, Ill.	6441 South Halsted St.	Virginia Dennison
Chicago, Ill.	50 East Oak Street	Kay Biggs
Chicago, Ill.	17 North Pulaski Road	Lee Joyce
Chicago, Ill.	Sheridan Plaza Hotel	Mickey Rhodes
Cincinnati, Ohio	Netherland Plaza Hotel	Leonard Goorian
Cleveland, Ohio	1110 Euclid Avenue	Verna Stevens
Columbus, Ohio	Broad at Fifth Street	Frederic C. Stevens
Dallas, Texas	2514-16 Cedar Spgs. Ave.	Ed Linthicum
Davenport, Ia.	214 Main Street	Edmund Rodeo
Detroit, Mich.	137 West Lafayette St.	Peter Ford
Gary, Indiana	400 West Fifth Avenue	Eugene Mann
Green Bay, Wis.	220 East Walnut Street	Tom Bruder
Hammond, Ind.	453 State Street	Roy King
Houston, Texas	4500 Montrose Boulevard	Mr. & Mrs. Jon Williams
Jackson, Mich.	142 West Michigan Ave.	Michael R. Marino
Joliet, Ill.	58 North Chicago Street	Roberta Brown
Kalamazoo, Mich.	113 East Michigan Ave.	James Letter
Macon, Ga.	376 Second Street	A. Powell & W. Weiss
Milwaukee, Wis.	234 West Michigan St.	Tom Bruder
Peoria, Ill.	Jefferson Hotel	Evelyn Nelson
Philadelphia, Pa.	1615 Walnut Street	James Parker
Pittsburgh, Pa.	230 Oliver Street	Jack Barnes
Racine, Wis.	523 Main Street	Tom Bruder
San Antonio, Texas	205 West Travis Street	Mr. & Mrs. John O'Connor
San Francisco, Cal.	355 Stockton Avenue	Wilton Reynolds
Springfield, Ill.	Orpheum Theatre Bldg.	Louise Burks
St. Louis, Missouri	Chase Hotel	M. Saltzman & G. Lester
Wilkes-Barre, Pa.	22 North Franklin Street	Elizabeth Carlton

This sensational opening-day promotion can work anywhere! If there is no Astaire Studio in your town, contact your local dance studio and work out the same opening-day celebration!

There's No Business Like 20th CENTURY-FOX Business!

Boston's Pilgrim to Telecast Symphony

Boston, Dec. 8.—American Theatres' Pilgrim will televise the Boston Symphony performance from New York's Carnegie Hall as part of its regular bill on Saturday. The telecast will be on from 6 to 7:30 P.M., with no increase in admission.

Buy Griffith Houses

(*Continued from page* 1)

will be inaugurated, he revealed.

Purchase price of the theatres was not revealed but Spears said acquisition of the theatres by the employes' group was in fulfillment of plans made several years ago by L. C. Griffith, who resigned as president of the circuit in 1946 because of ill health. Griffith's retirement and the death last August of Harry Lowenstein, a vice-president of the circuit, hastened the transaction, it was stated.

Anti-Trust Suit Stands

The pending government anti-trust suit against the Griffith circuit is not affected by the change of ownership of the theatres, Spears pointed out. The suit will be defended until its final adjudication in the courts, he said.

Stockholders and officers of Video Independent Theatres are: Harry S. Griffing, president; Fulgham and Claude F. Motley, vice-presidents; Charles R. Guthrie, secretary-treasurer; Kenneth C. Blackledge,, William B. Turk, Paul E. Cornwell and Louise Wesson, all of Oklahoma City, directors.

Under the new employe participation plans, everyone with the company for five consecutive years, regardless of position, will be eligible to participate in profits. In addition, retirement pensions, disability and health benefits, and life insurance are included in the plans without cost to employes.

The founders of Video, who took over as of Dec. 1, have been with Griffith for 20 years or more, with only two exceptions. Fulgham said the name Video was selected for the new company not only because of its reference to visual entertainment offered in the theatres but also because of its television connotations.

Look Forward to Telecasts

"Thus the name is in keeping with the time when new developments will make it possible for Video to telcvise motion pictures on third dimensional screens in its theatres," he said.

The Independent name, he said, proclaims that the new company has no affiliation "with any producer or large theatre circuit."

The deal embraced 130 houses, everything in the former Griffith Theatres' circuit except eight in Tulsa, five in Lubbock, Texas, and four in Gainesville, Texas. The situations involved are: Ada, Altus, Ardmore, Bartlesville, Blackwell, Chandler, Chickasha, Claremore, Clinton, Cushing, Drumright, Duncan, Elk City, El Reno, Enid, Fairfax, Frederick, Guthrie, Henryetta, Hobart, Holdenville, Hominy, Hugo.

Also, Mangum, Norman, Oklahoma City, Okmulgee, Pawhuska, Picher, Ponca City, Sapulpa, Sayre, Seminole, Shawnee, Stillwater, Vinita and Wewoka, all in Oklahoma.

Also Borger, Cleburne, Cuero, Kermit, Midland, New Braunfels, Pampa, Refugio, Wellington and Wink, Texas.

Elect Officers For 5 Tents

Variety Tents have elected new officers in five more cities: Cincinnati, Buffalo, Omaha, Memphis and Atlanta.

Vance Schwartz, circuit operator, has been elected chief barker of Cincinnati Variety Club Tent No. 3, with M. J. Trautenberg, United Artists salesman, and Jack Finberg, United Artists branch manager, serving as assistant chief barkers. Morton Perlman, Columbia salesman, and Saul M. Greenberg, theatre attorney, are dough guy and property master, respectively. The new officers will be installed at a dinner on Jan. 9.

Elmer Lux, general manager of Darnell Theatres, has been elected chief barker of the Variety Club of Buffalo; this is the second time Lux has held the post. Murray Whiteman has been named first assistant barker, and Dave Miller, U-I district manager, is the new second assistant. Robert Hayman of Hayman Theatres is the new treasurer, and Harry Berkson of Monogram takes over as secretary.

Omaha Elects Scott

Josph Scott, 20th-Fox branch manager, succeeds Meyer Stern as chief barker of the Omaha Variety Club. Other new officers are: Jack Renfro, first assistant; Ralph Ayer of Lincoln, second assistant; Henry McGrath, doughguy; Edward Shafton, secretary; Walter Creal, William Gaddoni, Norman Nielsen, Glenn Slipper, Ralph Blank and Howard Kennedy, directors, and I. M. Weiner, alternate.

At an Atlanta meeting of the Variety Club, the following were elected: Chief barker, Guy Brown; first assistant barker, John Cunningham; second assistant, Emery Austin; dough guy, R. B. Wilby; property master, Willis Davis; directors, Harry Ballance, L. J. Duncan, Boyd Fry, John Fulton, J. E. Hobbs and R. J. Ingram.

Memphis Variety Club has elected directors for 1950; they are Kemmons Wilson, Ben Bluestein, Frcd Goldsmith, Bob Bostick, Bailey Prichard, Earl Moreland, Herman Chrisman, Clayton Tunstill, Buster Hammond, Ed Williamson and Chauncy Barbourer. The directors elcct officers next week.

Don George Elected Gulf Allied Head

NEW ORLEANS, Dec. 8.—Don George, Shreveport exhibitor, was elected president of Allied Theatre Owners of the Gulf States at the final session of the organization's convention yesterday. Other officers elected were Abe Berenson, vice-president and national director; Harold Bailey, secretary, and F. G. Pratt, treasurer.

W. A. Prewitt, Jr., retiring president, heads the board, to which L. W. Watts, W. A. Lighter, Jr., and J. M. Guillory were also elected.

Miss. House Burns

SARDIS, Miss., Dec. 8.—The Tower Theatre here, owned by David Flexer, Memphis, and leased to Dave, Abe and Mose Lebovitz of the same city, has been destroyed by fire. Damage was estimated at $40,000 by Mrs. Mary Aiken, the manager.

Martin J. Mullin

—New England Theatres, Inc.—

says:

"*Cecil B. DeMille's*

Samson

AND

Delilah

Color by *Technicolor*

Is a classic story brought to the screen with great power and imagination."

IT'S THE **Paramount** EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH

Air Force Invites U-I Stars Abroad For 'Francis' Bow

For the first time since World War II, Hollywood will move stars and glamor trappings overseas for a world premiere when Universal-International's wartime comedy, "Francis," is shown to American forces in Germany about Jan. 20.

At the invitation of the U.S. Air Force, a contingent headed by Donald O'Connor, star of the film, will fly to Germany for the affair. Hollywood correspondents and columnists will be in the party. The Air Force and the Army are cooperating with U-I studio to bring the premiere to "G.I.'s" abroad.

After the premiere, the stars will entertain "G.I.'s" at several points in American-occupied Germany. The contingent will be flown back by the Air Force, returning to Hollywood on Feb. 1. Arrangements for the premiere are in charge of Lt. Col. Joseph F. Goetz, chief of the motion picture division, Air Force, and David A. Lipton, U-I's national advertising-publicity director.

Dozier on Leprosy Yarn

NEW ORLEANS, Dec. 8.—Hollywood is coming to the national leprosarium to film the story of leprosy at Carville. That disease, long considered taboo for the American public in motion pictures, will serve as the basis for a feature to be filmed by William Dozier for Columbia. He is coming here tomorrow with two script writers to start the job.

New Poster Exchange

SAN FRANCISCO, Dec. 8.—Western Poster Co., franchise holder for Theatre Poster, Inc. of Detroit, will open new offices in San Francisco. Stewart Klein and Joe Solomon will be co-managers. The company operates as a poster exchange to supply theatres with rental service.

Review

"The Pirates of Capri"

(Pahlen—Film Classics)

MADE IN ITALY, "The Pirates of Capri" goes back to 1799 and a threatened Italian revolution for its subject matter with mild results in terms of commercially acceptable entertainment. Louis Hayward and Binnie Barnes are the top names in the period play which offers a few colorful characters, elaborate sets and violent sword action of the type so often identified with Hayward. More of the swashbuckling to-do would have been welcome in place of conversation.

The story basically is a passable affair that involves details to the extent that it is sometimes confusing. It has Hayward leading a double life. While in reality he is a dashing leader of the revolution movement, he alternately poses as Count Amalfi, an effeminate, fancy-pants of the queen's court. Miss Barnes is the misguided Queen Carolina and Rudolph Serato is the police chief whose harsh rule causes the uprising. Finally, Hayward convinces the queen of the need for a reformed government and the revolution is averted.

Victor Pahlen produced and Edgar Ulmer directed the screenplay by Sidney Alexander. The original story, by G. A. Colonna and George Moser was based on an idea by Pahlen. An original musical score by Nina Rota has dramatic quality. The supporting players include Alan Curtis, Mariella Lotti, Mikhail Rasumny, Virginia Belmont, France Marzi, William Tubbs and Alberto Califano.

Running time, 94 minutes. General audience classification. Release date, Dec. 1.

GENE ARNEEL

Report Regular Night Price for 'Jolson'

DALLAS, Dec. 8.—What is regarded as a "break" in the allegedly "solid wall" of advanced admission prices in connection with the showing in various parts of the country of Columbia's "Jolson Sings Again" has manifested itself here.

Col. H. A. Cole of Allied reports that he has been informed by an officer of Interstate Theatres that the Palace Theatre here, which will open the picture on Dec. 23, will adhere to regular night admission price of 60 cents, with a possibility that matinee price will be the same but no higher.

Sues Loew's for $55,000

Charging he sold the film rights to his story, "Master of the Girl, Pat," to Loew's in 1948 for $55,000, George B. Osborne has filed an action in U.S. Federal Court here against the company to recover alleged damages of that amount.

Production Index Drops to 30 on Coast

HOLLYWOOD, Dec. 8.—The production index again fell this week, to a total of 30. Five new pictures were started, while seven were completed.

Started were: "The Killer That Stalked New York" and "Customs Agent," Columbia; "Marshal of Heldorado," Lippert; "Blonde Dynamite," Monogram; "Edge of Doom," RKO-Goldwyn. Completed were: "Behind This Mask" and "Kill the Umpire," Columbia; "It's a Small World," independent; "Hostile Country," Lippert; "Blind Spot," RKO Radio; "The Big Fall," 20th-Fox; "Shoplifter," U-I.

Convict Wins Freedom

CHICAGO, Dec. 8.—The U. S. Circuit Court of Appeals today upheld the 1948 release on a *habeas corpus* writ of Paul Ricca, sentenced to a 10-year prison term in 1943 for participation in a conspiracy with George Browne and William Bioff, stagehands and operators union heads, which extorted more than $1,000,000 from the motion picture industry. The parole board, which revoked Ricca's parole on June 15, 1948, acted with "no information of any violation" by Ricca, the court held.

Reissue Robinson Film

Because of renewed interest in the late Bill Robinson, and requests from exhibitors, 20th Century-Fox is reissuing "Stormy Weather," it was announced here yesterday. The first showing of the re-release will be at the Astor Theatre in Boston, where it will open tomorrow. The company is planning special advertising and exploitation for the new engagements.

Cummings Leases Two

CLEVELAND, Dec. 8.—The Allen and Majestic theatres at Lima, originally owned by George Ritzler and operated for the past two years by Don Loucas, have been leased to William Cummings, well-known independent theatre man in this territory.

Rollinson Joins Ganz

Reg Rollinson has been appointed account executive for the William J. Ganz Co. of New York City, film producer-distributor.

Goldwyn Goes Across The Street to E-L

Hollywood, Dec. 8.—Samuel Goldwyn today began moving his production equipment from the old United Artists studio to Eagle-Lion's unused stages, across the street, for storage pending the outcome of litigation with Mary Pickford over their jointly-held studio property. Under terms of a court order issued some time ago to effect the separation of Miss Pickford and Goldwyn's ownership by sale of the property, any equipment remaining on the premises on Dec. 21 becomes the property of studio.

Almanac's 'Great 100'

(Continued from page 1)

each side of the entrance to the auditorium. The material shown includes still photographs, press sheets, premiere programs, articles from *Motion Picture Herald* and other magazines and reviews, all selected from the Academy's own files of historic material.

The exhibit, which will be maintained for about one month, is proving a colorful one, according to Howard Lamarr Walls, curator of Motion Picture Collections of the Academy. "Academy members are enjoying every bit of it," he states.

"For some time, the Academy has wanted to expand its services to include the historical as well as the artistic and technical aspects of motion pictures. We are planning a motion picture museum and have begun to collect material for it. While working toward this goal, we have undertaken to prepare for our members exhibits of such historical material as it is gradually acquired. The Academy is thus already at work in getting the 'feel' of the museum.

"Precious film memorabilia is widely scattered and an adequate motion picture museum for the public must be put together from many sources. I doubt that any cultural organization could ever raise enough money to buy up a satisfactory representative history of motion pictures; hence, in attempting the museum, we are forced to ask for donations of material of all kinds, including films. And if some single philanthropist wishes to donate a million dollars to insure the immediate success of the museum and endow its future, we will name the building after him—in gold letters," added curator Walls.

Name Mack Jackson

(Continued from page 1)

W. S. Thornton, Louis Rosenbaum, Lester Nealey, Jr., John Miller, R. E. Hook, E. W. Woodall, Locke Boland, R. C. Cobb, Cecil Grimes, Thomas E. Orr, Frank Merritt and E. D. Martin.

Abbott Sues Loew's

HOLLYWOOD, Dec. 8.—Screen writer Walter Abbott filed suit today in Superior Court against Loew's, Inc., Joe Pasternak and others for $100,000, asserting that the studio made "Big City" from material submitted by him without paying him or giving him screen credit.

Video Loses Ground As Film Competitor, TBA Survey Shows

Television is losing ground as a competitor to motion pictures, according to a "Status of the TV Industry" report published by the Television Broadcasters Association. While 81 per cent of respondents in a survey six months ago said their theatre-going had decreased since owning a video set, the figure is now down to 71 per cent in the new TBA analysis.

Twenty-five per cent said their film attendance has not changed at all, whereas six months ago only 15 per cent reported no change in their theatre patronage.

There are 91 TV stations now operating commercially in 54 U.S. cities.

Tri-States Asks for Theatre TV Channels

WASHINGTON, Dec. 8.—Another Theatre Owners of America member, Tri-States Theatre Corp., today asked the Federal Communications Commission to allocate frequencies to theatre television, asserting that theatre TV would give telecasters their best method for checking public tastes. It pointed out that the theatre patron's willingness to buy a ticket to see a particular large-screen telecast would be a better indication of what the public wants than any telephone poll or other method of determining audience taste.

U-I's 'South Sea' Premiere Jan. 12

Universal - International's "South Sea Sinner" will have its world premiere at the Missouri Theatre in St. Louis on Thursday, Jan. 12, as part of some 50-day-and-date openings in the territory.

Ben Katz, U-I Midwest field representative, is already in St. Louis working on the advance campaign.

20th on Decree

(*Continued from page* 1)

was that the discussion centered on an extension of the Dec. 17 deadline for 20th-Fox to dispose of certain joint theatre holdings. Yesterday's discussion, the first since that meeting, covered the whole divorcement divestiture and trade practice field, it was said.

The industry official, who insisted his name not be used, said that it was impossible to tell from the results of yesterday's meeting whether a consent decree was likely. With consent decree negotiations still going on between Warner Brothers and the government, Loew's now becomes the only company of the "big five" which has not yet talked consent decree with the Justice Department.

Finkelstein

(*Continued from page* 1)

law firm of Schwartz and Frohlich will continue to be Ascap's general counsel. The nature of Finkelstein's work called for the elevation from resident counsel, it was explained.

A *cum laude* graduate of Yale Law School, he is a member of the copyright committees of numerous bar associations.

Mexican Congress Okays Industry Control Law

MEXICO CITY, Dec. 8.—President Miguel Aleman's film industry regulation law, the announcement of which shocked the Mexican trade, was approved by Congress after a debate of five hours by an 81 to two vote. Several Congressmen objected to the measure on the grounds of ambiguous language in certain clauses which they contend would provoke confusion and weaken the law. Others held that the censorship phase is unconstitutional in that it trespasses the guarantee of freedom of expression. Some took exception to the clause covering obligatory exhibition of Mexican pictures.

Several said that because of distribution monopolies many small theatres in remote provinces never function because they are deprived of both Mexican and imported films. These legislators stressed that the law gives the Ministry of the Interior, chief government department directly responsible for the law's enforcement, an opportunity to end those monopolies and assure pictures for as many performances as all of the 1,575 theatres in Mexico desire.

After 10 minutes out for several Congressmen to withdraw the phrases that were called ambiguous, the measure was approved. Most of the objecting solons said they were convinced that the law is constitutional in every respect, including censorship and the obligatory exhibition of Mexican pictures. The measure is now before the Senate which the trade expects will approve it before Dec. 31.

Most Congressmen say that the law will improve the quality of Mexican pictures and live up to its aim to make Mexican films educational.

Tax Benefits

(*Continued from page* 1)

one under which income of foreign branches would not be taxed until the money is actually returned to the U.S. At present, U.S. film and other firms do not have to pay income tax on the earnings of foreign subsidiaries until the money is actually returned to the U.S., but must pay tax on earnings of foreign branches as soon as they are earned, even if they remain frozen abroad. Under the proposed change, branches would get the same treatment as subsidiaries. In many countries, U.S. firms for various reasons cannot or will not set up subsidiaries and have to operate through branches.

Another change would be to ease tax treatment of U.S. citizens working abroad—foreign branch managers, sales managers and people on special contracts. Under the present law, a U.S. citizen is exempt from tax on earned income only if he is a *bona fide* resident of the foreign country for the entire taxable year. Thus, if a branch manager went abroad on July 1, he would not get credit for the last six months of the year—he would have had to be there on Jan. 1 to get any credit. The change would exempt income earned abroad from the time the individual becomes a *bona fide* resident of the foreign country.

Finally, double taxation treatment would be further liberalized. At present, U.S. companies can get credit for taxes paid by foreign subsidiaries to foreign governments only if they own more than a majority of the subsidiary's stock. The Treasury says that many foreign governments block outside control of local corporations, and that this provision should be liberalized to give credit even where the U.S. firm does not own a majority. Moreover, at present, losses in one country reduce the credit allowed on profitable operations in another. The Treasury now believes the laws should be changed to "give" additional recognition to the over-all result of foreign operations."

New Lippert Office, Engerman in Charge

SEATTLE, Dec. 8.—Lippert Pictures has opened a new branch here. Jack J. Engerman is branch manager.

Legion Reviews 9; Classifies One 'B'

Nine additional films have been reviewed by the National Legion of Decency, with one, 20th Century-Fox's "Whirlpool," receiving a "B" rating.

In Class A-I are Columbia's "Feudin' Rhythm," RKO's "Holiday Affair," Columbia's "Riders in the Sky," and Lippert's "Tough Assignment." In Class A-II are Columbia's "Chinatown at Midnight," M-G-M's "On the Town," Eagle-Lion's "Port of New York," and RKO's "The Threat."

Spain Market Up for Films

WASHINGTON, Dec. 8.—More import permits for feature films have been granted by the Spanish government and if the present trend continues, there will be more permits available this year—mostly for 1950 imports—than there were during 1948, according to a report from Commerce Department film chief Nathan D. Golden.

The dearth of imports in recent months has produced the threat of a possible feature shortage, and this may have induced the government's review board to relax its standards in awarding permits, the Commerce report stated. Prices of permits are still high—about $19,000 to $21,000 each. Due to this high price, Spanish production has boomed, and about 24 features are now in production.

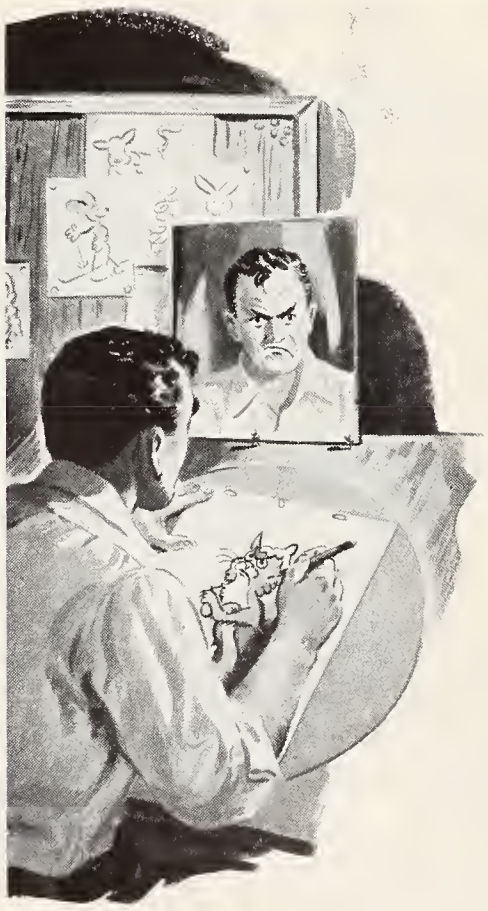
Canada Decides

(*Continued from page* 1)

Broadcasting Co. for television development has been approved by Parliament, covering only an initial advance. The government will seek further loans later since the whole program will be "very costly," requiring several years before the plan is self-supporting through license fees and commercial revenue.

Total cost is estimated at $10,700,000, including $9,00,000 for station operation to 1955, but the actual outlay will be about$14,000,000 and operating revenues at $5,000,000.

SHELLEY WINTERS • MACDONALD CAREY IN "SOUTH SEA SINNER"
co-starring HELENA CARTER with Luther Adler • Frank Lovejoy and Liberace
Screenplay by JOEL MALONE and OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by MICHEL KRAIKE • A UNIVERSAL-INTERNATIONAL PICTURE



His pen-and-ink people live for laughter...

BORN on the drawing board, though they are, these little people have the breath of life and laughter that captures hearts the world around—thanks to the creative genius of the animator.

His knowing lines belie the fact that they are folk of fantasy... of pen and ink and paint. For each and every one has the human touch . . . has been fully endowed with character and lifelike movement, through the animator's artistry.

Yet—for all his wit and skill—the animator could not present his gift of laughter to the moviegoing world without the help of film. And this—in types especially adapted to his needs—he finds in the famous Eastman family, whose Fine Grain Master Positive and Background X Negative have been the animator's faithful mediums for many years.

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Accurate Concise and Impartial

VOL. 66. NO. 112 NEW YORK, U. S. A., MONDAY, DECEMBER 12, 1949 TEN CENTS

Planners of Industry 'PR' ConveneToday

18 Conferees Expected At Washington Meeting

WASHINGTON, Dec. 11. — Slated to grapple with the two-fold task of setting up a permanent industry public relations mechanism and reducing to working order the broad suggestions contributed at the preliminary meeting in Chicago, some 18 representatives of 10 industry organizations and branches wil meet at the Shoreham Hotel here tomorrow as the Conference Committee of the Motion Picture Industry.

Ned E. Depinet, president of RKO Radio, will preside over the meeting in his capacity as chairman of the committee. The meeting will continue through Tuesday.

The Motion Picture Industry Council, which favors a "preliminary experimental period, will be represented by Roy Brewer and Art Arthur, the latter serving as alternate. Delegates and

(*Continued on page 2*)

'Jolson' Issue Seen Resolved

New York area exhibitors who, through their respective associations, had arrayed themselves against Columbia's "Jolson Sings Again" sales policies, manifested no surprise on Friday upon learning that Assistant U. S. Attorney General Herbert Bergson had indicated in a Washington interview that the Department does not consider it illegal for a film distributor to ask any price for a film no matter how high, so long as it does not attempt to set the admission price which the exhibitor must charge.

Consensus among exhibitors here

(*Continued on page 3*)

Film Dividends Are Down Only Slightly

WASHINGTON, Dec. 11.—Publicly-reported cash dividends of motion picture companies amounted to $2,398,000 in October, down only slightly from the $2,563,000 reported in Oct. 1948, the Commerce Department reports.

Dividends reported thus far this year are running well behind the final 1948 figures, but the Stanley Co. has not reported any dividend up to the present this year.

Para. Sells Films to Richards After 14 Months; Other Firms May Follow

Paramount's sales department and E. V. Richards have reached an agreement on licensing the company's product in three New Orleans circuits controlled by Richards, after 14 months during which Paramount sold away because of differences on rental terms.

Deals are for several pictures after Jan. 1 with United Theatres, Theatres Service Organization (buying and booking outfit) and Paramount-Richards Theatres. Paramount films have not played any houses of the three since the latter part of 1948.

While Paramount-Richards Theatres will become a wholly-owned subsidiary of United Paramount Theatres under terms of the dissolution of the partnership next month, Richards will continue in control of United Theatres and Theatre Service. The fact that the latter two are making deals with Paramount has been taken to indicate that M-G-M, Universal and RKO Radio, which also have been selling away for some time, stand a chance of restoring their films in the important revenue Richards outlets.

Griffith Continues Small Operations

OKLAHOMA CITY, Dec. 11.—Griffith Consolidated Theatres will continue to operate eight theatres in Tulsa, five in Lubbock, Texas; four in Gainesville, Texas, and a large number of former properties of the Griffith family. The balance of the Griffith Theatres circuit comprising 130 houses in 47 Oklahoma and Texas towns has been sold to Video Independent Theatres, headed by a group of eight former Griffith circuit officers.

Griffith Consolidated Theatres will be operated out of Dallas headquarters. The new Video Independent company has headquarters here. Not involved in the transaction are the several hundred theatres operated by H. J. Griffith in Kansas, Missouri, Nebraska and California. The original combined Griffith circuits numbered about 400 theatres.

Heller Named 'TVA' Executive Secretary

"Practical steps" to organize television performers in Television Authority, recently founded by five talent unions in the "Four A's" have been taken at an initial meeting of TVA's executive board, it was announced here at the weekend by Paul Dullzell, international president of the Four A's.

The board unanimously elected George Heller of AFRA national executive secretary of the TVA. Heller said: "We shall do our utmost to explore all possible methods of arriving at a peaceful solution of differences with the Screen Guilds."

The board also elected committees to "implement the organization of TVA immediately."

E-L to Distribute Golden's 'Treason'

Edward A. Golden, vice-president of Freedom Productions, Inc., has consummated a distribution deal for the Jack Wrather-Robert Golden production, "Guilty of Treason," described as the behind-the-scenes story of the trial of Cardinal Mindszenty, for Eagle-Lion release in the U. S., Canada, England, Australia and South Africa.

Golden stated that under the terms of the contract, he is permitted to maintain sales and advertising approval in conjunction with the distribution of the picture. Golden stated that "'Guilty of Treason' will be assured the best overall sales, advertising and publicity treatment."

Golden will attend the Eagle-Lion regional sales meetings in New York, Chicago and San Francisco. His two

(*Continued on page 2*)

3-Day E-L Meeting Opens Here Today

Eagle-Lion distribution vice-president William J. Heineman today will open the first of a series of three regional sales meetings which the company has scheduled for New York, Chicago and San Francisco. First parley will get underway at the Hotel Warwick here today, and will feature an outline of sales policies by Heineman, general sales manager L. Jack Schlaifer and Eastern sales manager Milton E. Cohen.

Promotion plans for a product line-up which exceeds 50 pictures for 1950 will be expounded by Leon Brandt, advertising-publicity director.

The New York meeting, to be attended by district managers, branch

(*Continued on page 2*)

4 Executives Resign from Univ. Posts

Prutzman, Machnovitch, Gomersall, Castle Out

Four ranking Universal executives submitted their resignations last week, effective Dec. 31. They are: Charles D. Prutzman, vice-president, general counsel and a director; Samuel Machnovitch, vice-president and treasurer; E. T. Gomersall, assistant general sales manager, and Eugene Castle, vice-president of the Universal subsidiary, United World Films.

The resignations follow that of J. Cheever Cowdin, chairman of the Universal board of directors, which was announced two weeks ago, also effective Dec. 31.

The resignations, with the exception of Cowdin's and Prutzman's, are described by sources close to the company as being in line with economy policies.

Adolph Schimel, Universal secre-

(*Continued on page 3*)

Tax Plan to 'U' Directors

Universal directors received a report at their meeting here Thursday on the proposed settlement of the company's claims for a rebate on $10,000,000 of excess profits taxes from the U.S. Treasury, covering a six-year period.

Negotiation of a settlement with the Treasury was concluded recently and the agreement is now awaiting the formal approval of the Secretary. Under the formula settlement arrived at the company will receive a substantial refund but indications are the total will be considerably less than the $3,000,000 figure mentioned earlier.

Para. Drive Won by Des Moines Branch

Paramount's Des Moines branch, led by branch manager Don Hicks, has won the "Gold Rush of '49" sales drive, it was announced Friday by A. W. Schwalberg, sales vice-president.

Division laurels went to the South Central division under the leadership of Duke Clark. The division nosed out J. J. Donohue's Central division.

The Canadian drive was won by the Montreal branch.

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, is in Hollywood from New York.

•

MELBA PARKER, secretary to KEN CLARK, Motion Picture Association of America information chief, has resigned to return to her native Salt Lake City to enter the insurance business.

•

LOUIS B. MAYER, scheduled to arrive here today from the Coast, has changed his plans and will remain at the studio for the present.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, returned to New York from the Coast over the weekend.

•

STEVE STRASSBERG, Film Classics assistant advertising-publicity director, left here over the weekend for Washington.

•

DONALD HENDERSON, 20th Century-Fox treasurer, is in Hollywood from New York.

•

HERMAN LEVY, Theatre Owners of America general counsel, is due here tomorrow from Hartford.

•

NICK MAMULA, Selznick publicist, has returned to New York from Rochester and Syracuse.

$25,000 Art Contest Sponsored by Para.

An art competition, with prizes totaling more than $25,000 in cash, merchandise and scholarships, was announced Friday by Max E. Youngstein, Paramount's director of advertising-publicity. The company will sponsor the competition jointly with the Institute of Commercial Art of Westport, Conn., in line with the promotion of Cecil B. DeMille's "Samson and Delilah."

The theme of the contest, which is open to all, will be based on the submission of paintings or drawings interpreting any phase of the bible story of Samson and Delilah. Contest will open Jan. 1.

'Pinky' At Two More Theatres in South

Playing Darryl F. Zanuck's "Pinky" business at the Norva Theatre in Norfolk and the Palace in Newport News topped that of "I Was a Male War Bride" and "The Snake Pit," according to 20th Century-Fox here.

New Ettinger Account

Cigar Institute of America announces that Margaret Ettinger and Co. has been retained to represent the Institute in 1950 in Hollywood. The Institute, representing major manufacturers, distributors and retailers of cigars, has been collaborating with producers in obtaining film displays in some 20,000 cigar stores throughout the country.

Jack Warner Gets 'Peace Parchment'

Hollywood, Dec. 11. — For his contributions to foster cooperation between nations and religions of the world, Jack L. Warner has been awarded the World Students' Service Fund annual "Peace Parchment."

The organization, composed of 700,000 representatives of undergraduate groups around the world, presented the award to Warner at the University of Southern California for his production of "The Hasty Heart," voted "the finest picture we have ever seen for the advancement of international goodwill." The award is presented annually to the one doing the most to foster cooperation between nations and religions of the world.

Towne Hearings End, Briefs Due Jan. 14

CHICAGO, Dec. 11.—The Towne Theatre, Milwaukee, hearings came to an end on Friday before Federal Judge John P. Barnes, who gave the defendants until Jan. 14 to file briefs and findings of fact to support their arguments. Thomas McConnell, plaintiff's attorney, in summing up his final arguments, blamed the Milwaukee zoning plan formulated in 1930 as being the conspiratorial basis which laid the groundwork for the alleged monopoly and conspiracy which prevented the Towne from being able to obtain first run product. The suit seeks $1,050,000 in treble damages allegedly suffered from May 7, 1946, to July 20, 1948.

Set Choral Group For 'Foxes' Debut

A free double-barrelled show will be staged outside the Roxy Theatre here on Dec. 22, when the United Hospital Fund holds the American premiere of 20th Century-Fox's "Prince of Foxes." In addition to witnessing the arrival of social and political leaders, and screen, radio and stage stars, the public will hear a concert of Italian songs by the 50-voice Italian Folklore Society.

Yonkers Admission Tax Bill Is Killed

The Common Council of Yonkers on Friday killed a bill to impose a new five per cent admission tax on theatres after a hearing during which the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatres Association protested.

Mrs. Mary O'Connor, 87

Funeral services for Mrs. Mary O'Connor, 87, mother of Edward F. O'Connor, Loew's International regional director for the Far East, were held on Saturday at Clinton, Mass. Two other sons and two daughters also survive.

FCC Hearing Delays Phonevision Trial

WASHINGTON, Dec. 11.—Federal Communications Commission has set a hearing for Jan. 16 on the Zenith Radio Corp.'s entire Phonevision petition for a three-month test run in the Chicago area and the development of prospects of the new system. This is in limited sense a turn-down of the company's petition, since it does not authorize the experiment immediately, as Phonevision requested. Two commissioners, Chairman Coy and Sterling, dissented from the decision, urging the Commission to permit the experiment immediately.

Zenith had asked for permission to put 300 receivers in the Chicago area for three months, charging $1 a program for telecasts of first-run motion pictures, current stage plays, outstanding sports events, and other events.

Says Raibourn Cool On Color Video

WASHINGTON, Dec. 11.—Federal Communications Commissioner Robert F. Jones, who favors early introduction of color television, released on Friday a lengthy letter accusing Paul Raibourn, president of Paramount Television Products, of "a lack of enthusiasm for the present commercialization of color television."

The letter was in response to Raibourn's offer to present his views on color television before the FCC, following implications by Jones during questioning of Allen B. DuMont that members of the former members of the National Television Standards Committee, including Raibourn, had been uncooperative during the FCC hearings on color video. Jones, in his letter, accused the NTSC members of only talking about encouraging color television and not acting on it.

3-Day E-L Meeting

(*Continued from page* 1)

managers and salesmen, will continue through Wednesday, whereupon Heineman, Schlaifer, Cohen and Brandt will leave for Chicago where the second parley will be held Thursday through Saturday at the Blackstone Hotel. Final meeting of the series will be held at the Clift Hotel, San Francisco, Dec. 19-21.

E-L to Add 25 Exploiteers To Cover Two Productions

Some 25 field exploiteers will be added to the Eagle-Lion staff within the next week to cover the major engagements slated for "The Sundowners" and "The Story of G.I. Joe," it was announced here Friday by Leon Brandt, director of advertising-publicity.

New Evergreen House

OLYMPIA, Wash., Dec. 11.—Evergreen Theatres has opened the State Theatre here, said to be the largest and finest house built in the Pacific Northwest during the past three years. Archie Zarewski has been appointed manager.

Newsreel Parade

CHINA'S president Li Tsung-Jen arriving here, and the departure of Vishinsky are current newsreel highlights. Other items include the New York water shortage, sports and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 99—Congress hears A-bomb material was shipped to Russia. Lew Lehr finds what youngsters want for Christmas. Leon Hart gets Heisman Trophy. Will Joe Louis come back?

NEWS OF THE DAY, No. 229—Eternal City hails 1950 as Holy Year. Water famine here. Navy salutes Shah, Iran's ruler. Strongest family. Joe Louis to fight again? Record herring run.

PARAMOUNT NEWS, No. 32—Comeback for Joe Louis? General Li arrives from China. Shah of Iran honored by U. S. Navy. Vishinsky sails for home. Report on Tito's Yugoslavia.

TELENEWS DIGEST, No. 49-B—Did Russia get U. S. atom aid? Yugoslav youth prepares. China's president Li Tsung-Jen arrives. Norwegian ship makes maiden voyage. Famed warship destroyed. Fire in Mexico destroys factories. Flood damage in Guatemala. Torrential rains in Italy. Hidden Fascist documents discovered in Italy.

UNIVERSAL NEWS, No. 307—Atlantic Pact defense parley. Globe-girdling record. Bumper herring crop. Strong family. Heisman Trophy. Louis wins by kayo. Basketball. Chinese president Li Tsung-Jen here.

WARNER PATHE NEWS, No. 34—Doctor of the year. Chinese president Li Tsung-Jen here. Vishinsky sails. Atom-bomb news. Santa Claus coming. Canada's strongest family. Heisman Trophy. Football.

Golden's 'Treason'

(*Continued from page* 1)

partners, Wrather and Robert Golden, will join him for the final sales meetings, in San Francisco.

Golden, accompanied by Heineman and Schlaifer, will shortly make personal visits to key cities throughout the U. S. to supervise "on the spot" sales and exploitation promotions of the film.

William Hebert and Bernard Estes of the Freedom Productions office will join the regular Eagle-Lion publicity-advertising staff to further the overall handling of the picture.

Industry 'PR' Meet

(*Continued from page* 1)

alternates, respectively, of the other groups will be: Gael Sullivan and Walter Reade, Jr., Theatre Owners of America; William Ainsworth, Allied (no alternate indicated); Max A. Cohen and William Namenson, Independent Theatre Owners Association of New York; Leo Brecher and Oscar Doob, Metropolitan Motion Picture Theatres Association; H. V. Harvey and William Graeber, Pacific Coast Conference of Independent Theatre Owners; Depinet and William F. Rodgers, Motion Picture Association of America; Abel Green and Martin Quigley, industry press; Ellis Arnall and Robert J. Rubin, Society of Independent Motion Picture Producers, and Robert J. O'Donnell, Variety Clubs International. Depinet will be accompanied by Leon J. Bamberger, RKO Radio sales promotion manager.

Problems of financing and the administration of a budget are expected to be discussed.

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Review

"Francis"

(Universal-International)

A WHIMSICAL story, original in concept and delightfully translated to the screen, is here provided for exhibitors whose patrons like to relax in protracted laughter. It contains nothing but amusement and a fine measure of that.

The merit of the story, and the picture, is in a clever blending of the preposterous with the real. Donald O'Connor's Lieutenant Stirling would have been just another inoffensive second lieutenant with the American Army in Burma in World War II had it not been for Francis. The preposterous thing about Francis is not that it is an Army mule on the loose in Burma, but that it is an Army mule that can talk.

Francis takes a liking to O'Connor and offers him the opportunity to become a hero instead of an obscure second lieutenant. The mule leads the unwilling O'Connor to a Jap observation post adjacent to the American headquarters and by following the strategy laid out by Francis, O'Connor succeeds in taking the Japs prisoner. Headquarters, naturally, wants to know how he learned of the enemy post. O'Connor ultimately yields to the commanding officer's insistence and confesses that the mule had told him. Stuck with his story, he winds up in the psychopathic ward weaving a basket.

Subsequently he is restored to duty and assigned to a search for a Jap patrol. Francis again volunteers the strategy and the patrol is wiped out without injury to O'Connor's men. Too modest to take all the credit, O'Connor relates the mule's part in the exploit. Camera switches to the psycho ward where O'Connor's basket is increasing in size.

He escapes from detention after receiving an urgent message from Francis, who advises O'Connor that a Jap air raid on American headquarters is planned for that afternoon. The information, he admits, came from the mule. Precautions are taken, regardless, and the enemy planes come over on schedule and are intercepted. The commanding general becomes interested in the case and visits Francis who, up to that point, had declined to speak in the presence of anyone but O'Connor. Francis talks for the general but instead of that having the effect of clearing O'Connor of being looney it heaps the same suspicion upon the general. Francis ultimately comes to the rescue by speaking out in public and is thereupon shipped back to the States for all due honors as a hero, thereafter to complicate O'Connor's civilian life by similar experiences.

Seen in a neighborhood theatre, audience reaction left no doubt of the picture's ability to entertain. The nature of the story suggests care in selling to the public. The identity and talents of Francis perhaps had best be left to audience discovery. Once in the theatre the patron's doubts, if he had any in advance, will be dispelled and he or she will be thoroughly amused. Word-of-mouth should be a big aid from that point on.

O'Connor is a natural for the part of the innocent, long-suffering lieutenant. Ray Collins and John McIntire are fine as the commanding officer and the general, respectively. Good in minor roles are Patricia Medina as a spy for the Japs; Zasu Pitts as a nurse, and Howland Chamberlin as a medical officer. Francis just about steals the picture, however. Technically, the synchronization of Chill Wills' voice with the movements of the mule's mouth is expertly done. Because of that, and the picture's spirit of fun, audiences will accept the device with enjoyment.

The screenplay was adapted by David Stern from his novel of the same title. Robert Arthur has given the comedy a substantial production. Direction by Arthur Lubin misses no bets.

Running time, 91 minutes. General classification. For February release.

SHERWIN KANE

Resign from 'U'

(Continued from page 1)

tary and attorney, will be named vice-president and general counsel, succeeding Prutzman.

Machnovitch will be succeeded by Leon Goldberg, who resigned as vice-president of RKO Radio Pictures in Hollywood last week. Goldberg also was named a director.

No successor to Castle will be named. He sold his Castle Films organization to Universal's United World in 1946. A pioneer in the 16mm. and 8mm. field, Castle had planned to retire at that time but was prevailed upon to take a contract with United World. His resignation comes with the expiration of that contract. No successor to Gomersall will be named. His duties will be absorbed by A. J. O'Keefe, assistant sales manager.

New one-year employment contracts, the first to be made by Universal with company executives in two years, have been approved for Nate J. Blumberg, president; William Goetz, production head; Leo Spitz, studio executive; William A. Scully, vice-president in charge of sales; Joseph H. Seidelman, vice-president in charge of foreign distribution; John O'Connor, vice-president, and Schimel.

Company executives have been serving without contracts since 1947. They also accepted voluntary salary cuts two years ago. Reportedly, the salary cuts are not being restored under the new one-year pacts.

Cowdin Leaves in March

Cowdin, who will continue on the board until the annual meeting in late March, will not be replaced as chairman. Blumberg will be chief officer. Cowdin headed the group which acquired control of Universal from the late Carl Laemmle, Sr., in 1936. According to reports, he wished to resign several years ago, but with Universal back in the red in 1947 after several highly profitable years, he remained with the company. Universal's operations are once again headed for the black. The company showed a small operating profit for the past fiscal year but this will be offset by accelerated amortization schedules due to devaluation of foreign currencies, leaving the company in the red.

Prutzman's resignation is believed in the trade to have been a close consequence of Cowdin's decision to retire. A former member of the downtown law firm of Chadbourne, Hunt, Jaeckel & Brown, who participated in the formation of RKO, he was invited by Cowdin to join Universal in 1939. Neither Cowdin nor Prutzman could be reached for comment Friday on a report that they would be associated in investment enterprises after the first of the year. Prutzman will continue as a consultant to Universal.

Tax Rebate Job Ended

Machnovitch's resignation, despite trade belief, has no connection with the Cowdin retirement. Machnovitch was scheduled to resign more than a year ago but remained to assist with the pressing of Universal's claims for a refund of several millions of dollars of Federal excess profits taxes for the years 1941-1946. Negotiation of a settlement of the claims was completed recently.

Schimel joined Universal as an attorney in 1925 and has been with the company's home office legal department since. Gomersall entered the indutry in 1916, when he became associated with Samuel Goldwyn. He was with Fox Film from 1918 to 1929, joined Universal in 1930, became Western division manager in 1941 and assistant general sales manager in 1943.

Goldberg joined RKO in 1934. He served as treasurer of the parent RKO Corp. and the RKO Picture Co. until 1943 when he was named studio manager. Three years later he was elected a vice-president of the RKO Pictures Co. He will remain with RKO on the Coast until the end of the year clearing his desk and then will come to New York to maintain his office.

MMPTA Aids Water Conservation Drive

Metropolitan Motion Picture Theatres Association climbed on the water wagon at the weekend, taking steps to assist in efforts to persuade the New York City public to conserve in face of the water shortage crisis here.

The organization's member theatres, reports MMPTA executive director D. John Phillips, have arranged to run film clips urging water conservation. Additionally, MMPTA has encouraged the newsreels to highlight the crisis. All of the reels have done so locally, Phillips reports.

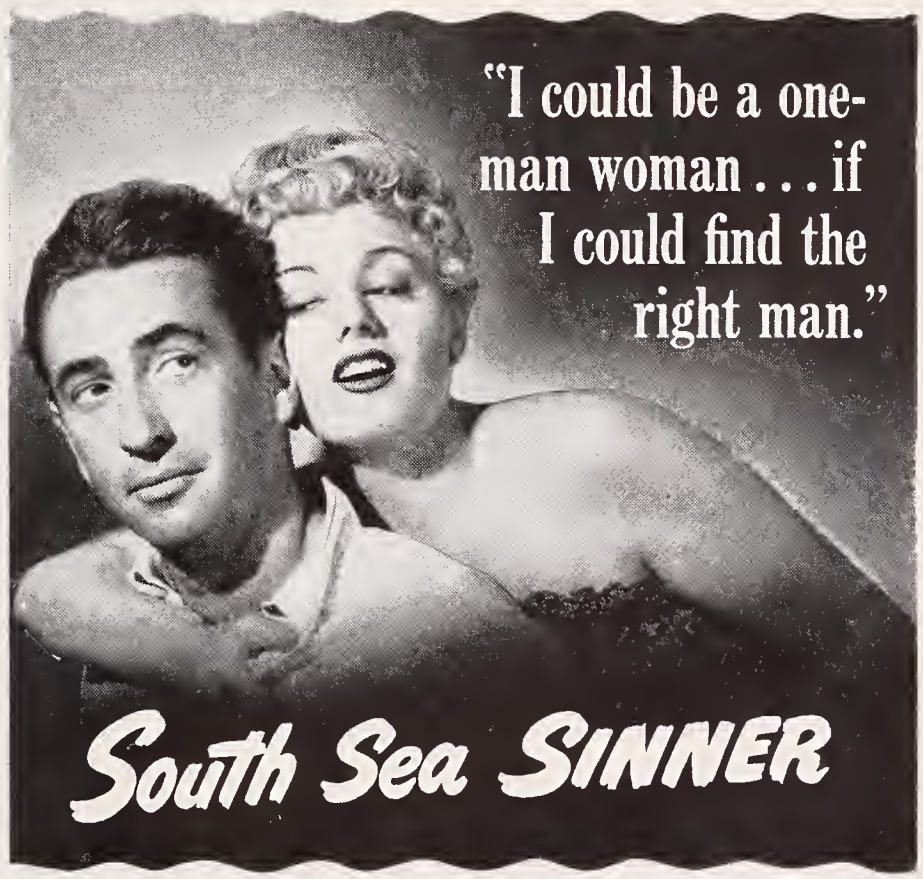
'Jolson' Issue

(Continued from page 1)

was that the statement was inevitable, particularly in light of the absence of a final decree in the industry anti-trust suit.

Additionally, they reasoned that the time for exerting pressure against "Jolson" rentals soon will run out since Columbia's pre-release engagements for the picture will be terminated shortly. There are indications, it was said, that for regular engagements, normal rentals will be charged.

There was no exhibitor reaction evident here at the weekend to the announcement that the industry arbitration system will end after Dec. 31.



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Wright Alleges Majors Still In Conspiracy

Ex-U. S. Attorney Makes Charge in Local Action

RICHMOND, Va., Dec. 12.—The ex-prosecutor of the government's anti-trust suit against the film companies today charged them with continuing in a Charlotte situation the conspiracies which the U. S. Supreme Court declared illegal. Robert L. Wright, former Department of Justice trust-buster, now a private attorney, made the charge in his brief appealing for theatreman H. B. Meiselman a U. S. District Court decision in Charlotte which threw out Meiselman's suit against the distributors and two theatre-operating affiliates of Paramount. The appeal will be argued early in January.

The principles laid down by the U. S. Supreme Court in the Griffith and Paramount anti-trust suit decisions strike out at any distributor practices which protect a major company's theatres from competition by independents, even if there is no express

(Continued on page 6)

Single Admissions For 'Jolson' Cited

COLUMBUS, O., Dec. 12.—Some theatres are showing Columbia's "Jolson Sings Again" at regular admission prices, P. J. Wood, secretary of the Ohio Independent Theatre Owners, has been told by Francis Harmon, Motion Picture Associaiton of America vice-president, in an exchange of correspondence concerning the ITO's criticism of Columbia's sales policies in connection with "Jolson."

Harmon had queried A. Montague, Columbia's sales manager after the ITO had wired MPAA president Eric Johnston regarding "Jolson"

(Continued on page 7)

W. B. Batavia House Acquired by Dipson

BATAVIA, N. Y., Dec. 12.—Dipson Theatres, Inc., will resume operation of the Family Theatre, this city's pioneer playhouse, which has been under lease to Warner's for the past 20 years. The Warner lease does not expire until April 18, 1950, but negotiations are under way to vacate the premises earlier, Dipson reports.

This will bring to two the number

(Continued on page 6)

Munson Quits 20th Post in England

London, Dec. 12.—To general disappointment here, 20th Century-Fox has announced the resignation of Lyman Munson, in charge of company production. Munson, in resigning, followed medical advice, as he is suffering from a serious sinus condition. He will take a protracted rest in Morocco.

The company made four pictures here during the last 17 months. A spokesman for 20th states it is continuing its program of British production and now has four subjects in various stages of preparation.

N. Y. Runs in Annual Lull

Majority of New York first-runs are in the grips of the annual pre-holiday slump, with unfavorable weekend weather contributing further to the box-office lull.

Big exception is the Music Hall program, consisting of "On the Town" and the Christmas stage show, which drew a mammoth $93,000 Thursday through Sunday and is likely to conclude a first week with a huge gross of $150,000. "The Red Danube" with Shep Fields' orchestra and Joey Adams are doing fair enough in an opening at the Capitol where a first week's take of about $50,000 is indicated.

An impressive holdover is "Battle-

(Continued on page 2)

'P.R.' Meeting Is Under Way

WASHINGTON, Dec. 12.—A two-day session of the all-industry public relations conference, designed to implement the program laid down last summer in Chicago, opened here today. No information on the day's activities was made public but the group will issue a covering statement at the close of the final session tomorrow.

Some two dozen leaders from all segments of the industry heard Eric Johnston, president of the Motion Picture Association of America, open the morning meeting at the Shoreham Hotel, lunched together and met again in the afternoon and evening.

Those present were: Ned Depinet, Francis Harmon and William Rodgers of the MPAA; Harry Brandt and Max Cohen of the New York Independent Theatre Owners Association; Leo Brecher and Oscar Doob of the Metropolitan Motion Picture Theatres Association; Rotus Harvey and William Graeper of the Pacific Coast Conference of Independent Theatre Owners; Ellis Arnall and Robert

(Continued on page 6)

Hamrick Heads Own Northwest Circuit

PORTLAND, Ore., Dec. 12.—As part of the dissolution of Hamrick-Evergreen Theatres, John Hamrick Theatres, Inc., has been formed here with John Hamrick, in exhibition here since 1912, as president. The company will operate the Orpheum, Music Hall, Music Box and Blue Mouse, Seattle. Other officers are Will J. Conner, executive vice-president; H. V. Sobottka, vice-president, and John P. Garvin, secretary-treasurer.

U. S. Officials Speak Up for Excises Repeal

Sawyer, Key Senators Favor Early Action

WASHINGTON, Dec. 12.—Secretary of Commerce Charles Sawyer, Senate Majority Leader Scott Lucas and Senate Finance Committee member Johnson (D., Colo.) each have made forthright statements that hold strong promise of vigorous legisative action in behalf of early repeal of the wartime excise taxes, including those on theatre admissions.

Sawyer, interviewed on a radio program, indicated he would ask President Truman to recommend repeal of the high wartime excise taxes next year. "There is no doubt," he said, "that repeal of excise taxes, as would be true of any tax relief, would be an incentive to business."

Sen. Johnson said today that he agreed with Sawyer that removal of wartime excises would aid business.

(Continued on page 7)

Paramount Begins Exchange of Stock

Letters of transmittal to be used for the exchange of common stock certificates of Paramount Pictures, Inc., for stock certificates in the new Paramount picture company and certificates of interests in stock of the new theatre company were mailed to stockholders this week. In line with the plan for reorganization of the corporation, holders will be given one half-share of Paramount Pictures Corp. stock and a certificate of interest in one half-share of United Paramount for each full share in the parent corporation. The new securities will go out to stockholders shortly after the dissolution of the parent firm, on Dec. 31.

Heineman Combines Two E-L Meetings

Two final meetings in Eagle-Lion's series of regional sales meetings, originally set for Chicago and San Francisco, will be combined into one single meeting in Chicago, to be held at the Hotel Blackstone, Chicago, Thursday through Saturday, it was announced yesterday by William J. Heineman, sales vice-president, as he

(Continued on page 6)

Newspaper Ad Approach Is Switched by Lipton

As a result of a special experiment carried out in Chicago recently by David A. Lipton, Universal-International's national advertising director, the company's entire basic newspaper advertising policy is to undergo substantial revision.

Lipton revealed yesterday that, while in Chicago several weeks ago, he was informed by exhibitors that a vast number of potential patrons were not being reached by the ads appearing in movie-pages of newspapers. The theory was that these people, apparently having little interest in pictures, were simply by-passing the

(Continued on page 7)

Last at Denham Get Dec. 23 Notices

London, Dec. 12.—The last 300 employes at J. Arthur Rank's Denham Studios have been formally notified that their services will not be required after Dec. 23. The seven-staged studio is expected to remain closed unless Rank succeeds in interesting American companies in production deals.

Personal Mention

SAMUEL PINANSKI, Theatre Owners of America president, has been elected president of Boston's Hebrew Free Loan Society, succeeding his brother, the late JUDGE ABRAHAM PINANSKI.

•

MESSMORE KENDALL, head of the Capitol Theatre Corp., and his son, MESSMORE, JR., celebrated their birthdays at a party held in the theatre's penthouse apartment last night.

•

AL HORWITS, Universal-International studio publicity director, and PHIL GERARD, Eastern publicity manager, are in Washington today from New York.

•

JOHN DAVIS, managing director of the J. Arthur Rank Organization, will leave New York today by plane for London.

•

LEO SPITZ, executive head of Universal-International production, left here last night for the Coast.

•

SIR LAURENCE OLIVIER has arrived here from London.

Kalmine to Preside At WB Meet Today

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, will preside at a zone managers' meeting, tomorrow at the home office. Those attending will be:

Zone managers: James Coston, Nat Wolf, I. J. Hoffman, Frank Damis, Charles A. Smakwitz, Ted Schlanger, M. A. Silver, George A. Crouch and Ben H. Wallerstein, Hollywood. Film buyers: Alex Halperin, Ted Minsky, Bert Jacocks, Max Hoffman, Sam Blasky, Max Friedman, Louis Davidoff, Harry Feinstein, L. F. Ribnitzki and Leo Miller. Home office executives: M. Alben, Clayton E. Bond, Frank Cahill, Z. Epstin, N. Fellman, Harry Goldberg, L. J. Kaufman, H. R. Maier, W. F. Marshall, W. S. McDonald, Frank Phelps, Harold Rodner, H. Rosenquest, D. Triester, R. Weiss and B. Wirth.

Four for Del Ruth Under New WB Pact

HOLLYWOOD, Dec. 12.—Jack L. Warner has signed Roy Del Ruth to direct four pictures, two annually, under a new pact. Del Ruth recently made "Always Leave Them Laughing" as a Jerry Wald production for Warners.

Del Ruth is working on his own original, "Oh, Marybelle," a musical comedy, as his probable first assignment in the new deal.

Mattea Named RKO Manager in Italy

Vittorio Mattea has been named RKO Radio general manager in Italy, by Phil Reisman, foreign distribution vice-president.

Mattea replaces Bruno Fux, who recently resigned. Well-known in Italian film circles, Mattea was for many years general sales manager there for M-G-M. He assumed his new duties immediately.

McConville to Paris Today for Columbia European Parley

LONDON, Dec. 12.—Columbia foreign distribution vice-president Joseph A. McConville, here following a world tour, will leave for Paris tomorrow for consultation with all of company's European representatives. He is scheduled to return to New York Dec. 22.

McConville said today that to his knowledge the deal discussed last July by J. Arthur Rank and Columbia president Harry Cohn for joint production at Denham of two pictures in 1950 still is unfinalized. McConville admitted, however, that he will meet with Rank this evening.

NY Runs Lull

(*Continued from page* 1)

ground" which probably will wind up a good fifth week at the Astor with an income of $33,000. Holding up very well is "The Fallen Idol" at the Sutton where $16,000 is in view for a fifth week.

"Always Leave Them Laughing" with Desi Arnaz and a Latin American revue on stage should provide the Strand with a modest third week's take of about $32,000 and will be followed on Friday by "The Lady Takes a Sailor." "Dancing in the Dark" with Mindy Carson topping the stage bill is slipping at the Roxy where the second week figures to bring a dull gross of about $47,000.

'King's Men' Holds Up

"The Story of Molly X" was somewhat sluggish at the Criterion where it raked in about $12,000 in an eight-day run; was replaced at the weekend with "A Dangerous Profession." "All the King's Men" is holding up fairly well at the Victoria where $13,000 is apparent for a fifth week.

"Holiday Affair" is bringing fair business to Loew's State which figures on about $17,000 for a third week; "East Side, West Side" is next at the State, due on Dec. 23. "Trapped" is mild at the Globe where about $9,000 is indicated for a second week; this stays until Dec. 24 when "Pirates of Capri" bows in.

$57,000 at Paramount

"Intruder in the Dust" is going along far better than average at the Mayfair despite the general "off" condition, the third week's gross being estimated at $20,000. "The Great Lover" with Claude Thornhill and Sarah Vaughan on stage is likely to give the Paramount about $57,000 in an adequate third week; it will continue until Dec. 21 when "Samson and Delilah" opens at both the Paramount and Rivoli. The Rivoli's present tenant, "Pinky," figures to chalk up about $9,000 in its 11th week, which is good in view of the length of the run.

The Bijou should do about $8,000 with "The Red Shoes" in its 59th week; there are no complaints here. The Park Avenue anticipates about $5,200, which is fair business, for the 63rd week of "Hamlet."

Take New U-I Posts On January 1

Adolph Schimel, Universal secretary and attorney, will take over as vice-president and general counsel on Tuesday, Jan. 3, and Leon Goldberg will assume the post of vice-president and treasurer. Schimel will succeed Charles D. Prutzman, and Goldberg will replace Samuel Machnovitch. Prutzman and Machnovitch resigned last week.

Leon Goldberg Adolph Schimel

Schimel began with the company on his 26th birthday, September 1, 1925, and has been the firm's legal representative ever since. He was born in Vienna, graduated from City College, New York in 1920 and from Harvard Law School in 1923. He was associated with Siegfried F. Hartman before his connection with Universal. He is a member of the New York Bar Association. In 1945, he was named attorney of the company and elected secretary.

Goldberg was born in Providence, Aug. 29, 1900. He received his A.B. at Brown University in 1921; M.BA at Harvard Graduate School of Business Administration in 1923, and was associated with Goldman, Sachs, investment bankers, from Sept., 1923 to April, 1934, when he became treasurer of Keith-Albee-Orpheum. In Dec., 1941, he joined RKO and RKO Radio as treasurer and resigned, in Oct., 1943 to become studio manager of RKO studios in Holywood. He was elected vice-president in 1946. He was vice-president when he resigned last week to join Universal.

To Stage Christmas Party

LOS ANGELES, Dec. 12.—Samuel Goldwyn, in cooperation with the community service department of the United Artists Theatre circuit, will stage a two-day Christmas party for underprivileged children at the United Artists Theatre here on Dec. 23-24, it is announced by Pat DeCicco, UA Theatres operating head.

New Waller Department

Tom Waller and Associates, specializing in motion picture publicity, public relations and promotion, formed a consultancy department available to advertising agencies with film accounts. Waller was New York publicity chief for Eric Johnston and the Motion Picture Association.

Downing Heads SRO Publicity Abroad

Anthony Downing has been appointed publicity chief and placed in charge of public relations of the Selznick Releasing Organization in the United Kingdom, Europe and the Middle East, David Selznick announced yesterday.

Working in conjunction with Robert M. Gillham, SRO's national advertising-publicity director, Downing will coordinate all of the organization's publicity operations in the above-named territories.

Downing recently left the J. Arthur Rank Organization after four years, three as assistant to the publicity director and one as production publicity manager. He joined London Films in 1932, and was exploitation manager for Sir Alexander Korda until 1938 when as a director, he joined the John Myers Co. and Arrow Publicity.

Baylis Biography Is Scheduled by Wilcox

LONDON, Dec. 12.—First picture to be produced by Herbert Wilcox's new Artistes Alliance Corp. will be a life of Lilian Baylis, founder and inspiration of the classic Old Vic-Sadlers Wells theatres which most here believe to have been the mainspring of drama, opera, and ballet for the last generation. Anna Neagle (Mrs. Wilcox) and Michael Wilding of British film fame are co-founder-members of AAC with Wilcox.

Dame Edith Evans will have the part of her old friend and mentor, Lilian Baylis. Others who will appear in the film are Laurence Olivier, Margot Fonteyn and Moira Shearer. Picture is expected to be made in color. American finance figures in the set-up, in rcturn for American distribution rights.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Paramount presents
BOB HOPE
RHONDA FLEMING
The Great Lover
IN PERSON
CLAUDE THORNHILL
and his Orchestra
NANCY CLAYTON · RUSS McINTYRE
RED BUTTONS
THE ACROMANIACS
Extra
SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
Pinky
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th CENTURY-FOX

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Thank you...Mr. & Mrs. Exhibitor—
You've given us the Merriest
Xmas of all...and we'll make
yours the most prosperous New Year...
The Happiest Bosses
in the Industry!.....

'Twas the night before Christmas,
and all through the house
There was Standing Room Only–
even Santa Clouse.
Our stockings were hung
on the nation's marquee;
And filled by exhibitors
who made historee.
Theatre managers were chanting
(in basso profundo!)
The praises of Twentieth,
from beginning to end-oh!
In a year that has brought
the Square Deal Policy
We feel quite secure
in this prophecy:
Come Dancer, come Blitzen,
come lines 'round the blocks(es)
You'll always find them
where Twentieth Fox is.

Bottom Row: Fred Dodson, Atlanto • Rolph Pielow, Jr., Des Moines • Joseph E. Neger, Konsos City • Jomes M. Connolly, Boston • Clyde W. Eckhordt, Los Angeles • Sieg Horowitz, Philodelphio • Charles F. Powers, Portland Vernon Skorey, Calgory • Gordon Halloran, St. Louis Joseph Rosen, Cincinnoti • Benjamin A. Simon, New Haven • ***Second Row:*** Tom W. Young, Memphis • Tom McCleaster, Indianopolis • Tom R. Gilliam, Chicago • I. J. Schmertz, Clevelond • Joseph H. Huber, Winnipeg • Mark Sheridan, New Orleans • Chorles L. Walker, Salt Lake City • Phil Longdon, Dallas • Dan Houlihan, Albany • Chilton Robinett, Seattle • ***Third Row:*** Bryon D. Stone, Asst. Western Division Monoger • Glenn Norris, Woshington • Sam Diamond, New York • Marion W. Osborne, Oklahoma City • Joseph E. Scott, Omoho • Jock Lorentz, Milwaukee • Jomes Patterson, Voncouver • John E. Holston, Chorlotte • Alex Harrison, Son Froncisco • Reginald G. March, St. John • ***Last Row:*** Hermon Wobber, Western Division Monager • Arthur Silverstone, Canadion Division Monoger • E. X. Callahan, New England Division Monoger • V. J. Dugon, Denver • Gordon Contee, Pittsburgh • Howord Minsky, Mid-Eastern Division Manager • Peter Myers, Toronto • Moe A. Levy, Minneapolis Jerry Chernoff, Montreal • Martin Moskowitz, Empire State Division Monoger • Edwin W. Aoron, Mid-Western Division Monager • Joseph J. Lee, Detroit • Roymond Moon, Centrol Division Monoger • Harry G. Ballonce, Southern Division Monager • Paul S. Wilson, Asst. Southern Division Manoger

Like
20
CENTURY-FOX
Xmas
Business!

Depinet Host to 'PR' Delegates

Washington, Dec. 12.—Delegates to the all-industry public relations meeting will be guests of RKO president Ned Depinet at a special luncheon tomorrow at MPAA headquarters here. After the luncheon they will get a special showing of the four new industry shorts at MPAA's private theatre, The Academia.

'P.R.' Meeting

(*Continued from page* 1)

Rubin of the Society of Independent Motion Picture Producers; William Ainsworth and Abram Myers of Allied States; Gael Sullivan of the Theatre Owners of America.

Also Abel Green and Martin Quigley, representing the trade press; Marc Wolf of Variety International; J. J. Fitzgibbons of the Canadian Motion Picture Industry Council; and Roy Brewer and Art Arthur of the Hollywood Motion Picture Industry Council.

Paramount Slates 13 Shorts for 3 Months

Thirteen short subjects have been set for release by Paramount during the first three months of 1950, it was announced here yesterday by Oscar Morgan, general sales manager for short subjects and Paramount News. One short will be released each week.

Review

"Cinderella"

(Walt Disney—RKO Radio)

WALT DISNEY has combined craft and showmanship to make a picture of many delights. "Cinderella" holds entertainment rewards for audiences of all ages, but there is something about this tale of the pretty little scullery maid who married the Prince Charming that makes ideal screen fare for the youngsters. For Cinderella is the symbol of magic fulfillment to every child.

Six years are said to have been spent in the production and development of this 74-minute animated cartoon. Besides Technicolor and a host of songs, Disney has added his own fanciful imprint to the timeless fable. He has surrounded the legendary heroine with such genial little friends as mice, birds, a dog, cat, and horse, and then used this group as principals in several minor sub-plots of the fantasy. The picture may not reach the peak of Disney at his supreme best, but it is mighty good Disney.

Radio and television entertainer Ilene Woods is the delicate voice that sings and narrates as Cinderella, while William Phipps vocalizes as the prince; Eleanor Audley the fierce-eyed, tyrannical stepmother; and Rhoda Williams and Lucille Bliss the cruel and ugly stepsisters who are forever jealous of the graceful Cinderella.

The story was whipped into readiness for the drawing pencils and Technicolor palettes by eight writers, William Peed, Ted Sears, Homer Brightman, Kenneth Anderson, Erdman Penner, Winston Hibler, Harry Reeves and Joe Rinaldi. They have properly given a disarming quality to the abused little cinder girl who is equipped for attendance at the king's ball by the fairy godmother. Then hastening home against the stroke of 12, Cinderella loses one of her glass slippers. But by this time the prince has been smitten and it is but a matter of time before the girl is found who fits the slipper and the dazzling wedding ceremony ends the story.

Disney employed a host of craftsmen, under the production supervision of Ben Sharpsteen, to bring the story, full-blown, out of the fairy book.

Running time, 74 minutes. General audience classification. For February release.

MANDEL HERBSTMAN

Injured in Accident

CHICAGO, Dec. 12.—Claude Rubens, head of Balaban & Katz maintenance and construction department, was seriously injured over the weekend in an automobile accident near Taylorville, Ill. He is hospitalized at Saint Mary's Hospital, Evergreen Park, Ill.

Says Every House in U. S. Booked M-G-M

Leo the Lion appeared at least once in every theatre in the U. S. that was in operation on Aug. 31, the close of Loew's fiscal year, it was announced here yesterday by William F. Rodgers, sales vice-president. This includes all regular theatres as well as drive-ins.

This climaxed an objective discussed last February at the company's studio conference when sales personnel met to devise plans for M-G-M's silver anniversary celebration.

Combines Meetings

(*Continued from page* 1)

opened the first in the series of meetings in New York yesterday.

Present at the Chicago meeting to hear an outline of sales policies and promotion plans from Heineman will be L. Jack Schlaifer, general sales manager; Milton E. Cohen, Eastern sales manager, and Leon Brandt, director of advertising-publicity, with district and branch managers and sales personnel from the 21 exchanges not covered during the New York meeting. Also attending will be John Leo, assistant to the general sales manager, and district managers Edward Heiber, Grover C. Parsons and Harold Beecroft.

W.B. Batavia House

(*Continued from page* 1)

of theatres in Batavia under Dipson management, the other being the Dipson Batavia, opened three years ago.

Moreover, Dipson has expanded its operations to embrace more than 30 theatres in Western New York, Pennsylvania, Ohio and West Virginia. Slated soon to revert to the Dipsons along with the Family are the Palace in Jamestown and the Capitol in Steubenville. Leases are being renegotiated for the others, with the exception of the now extinct Dellinger.

Extensive remodeling and alterations are soon to be started.

Wright Alleges

(*Continued from page* 1)

written or verbal conspiracy, the Fourth Circuit Court of Appeals was told by Wright.

The injunction and damage suit was brought by Meiselman, proprietor of the Center Theatre in Charlotte, to force distributors to give his theatre a crack at first-run films. He claimed that the distributors offered first-run films only to theatres owned by the Charlotte Amusement Co. and Strand Theatre, Inc., and operated by H. F. Kincey, secretary of Wilby-Kincey Service Corp.

Defendants are Paramount, RKO, 20th Century-Fox, United Artists, Warner, Universal, Columbia, the two theatre firms and Kincey. Loew's was dropped from the suit.

The distributors claimed that the Center was a neighborhood theatre, and that first-run exhibition there might lessen the revenue from other theatres in the Carolinas for subsequent exhibitions. The District Court dismissed the case, finding that freedom of contract gave each distributor the right to refuse to let the Center compete for first-run films.

"The indisputable decisive fact," Wright told the Court, "is that each distributor appellee consciously and deliberately protected the Paramount first-run monopoly by refusing for its best films more film rental from the Center than Paramount was willing to pay or by licensing them to Paramount before appellants could make an offer. The District Court's holding that this conduct did not violate the Sherman Act is supported by no authority."

$44,000 for 'Foxes'

LOS ANGELES, Dec. 12.—Five-theatre day-and-date opening of 20th Century-Fox's "Prince of Foxes" here has topped with a combined three-day gross of about $44,000 everything the company has played in these houses for the past two years, including "Pinky" and "I Was a Male War Bride," it was said here. Picture is playing the Loyola, Uptown, Chinese, Los Angeles and Wilshire theatres simultaneously.

SHELLEY WINTERS • MACDONALD CAREY IN "SOUTH SEA SINNER"
co-starring HELENA CARTER with Luther Adler • Frank Lovejoy and Liberace
Screenplay by JOEL MALONE and OSCAR BRODNEY · Directed by BRUCE HUMBERSTONE
Produced by MICHEL KRAIKE · A UNIVERSAL-INTERNATIONAL PICTURE

Fly to fun and relaxation on a
TWA
Quickie Vacation

in the Southwest Sun Country
You're only hours away, by TWA, from "Q. V." fun in Southern California or Arizona. Save on TWA Family Fares. Call your travel agent or TWA.
TWA
TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA

Tax Repeal

(*Continued from page* 1)

Sen. Lucas, who is also a member of the key Senate Finance Committee, told a press conference "there is a tremendous amount of sympathy throughout the country and in Congress itself for repeal of all wartime excises." He added he opposed piecemeal repeal of the war excises. If Congress does cut excises, Lucas said, it may have to find other revenue to replace it. Asked if he was familiar with the argument that reduction of the taxes would spur business enough so that there actually would be no revenue loss, Lucas said such a theory was still "suppositious."

Newspaper Ads

(*Continued from page* 1)

rama pages. In an attempt to reach his particular group, Lipton devised n experiment using a full, two-column ad on "Bagdad" for publication n the main news section of the *Chicago Sunday Tribune*. The result was o successful at the box office, that ipton now plans to use similar run-t-the-paper ads on all forthcoming -I productions.

"We are going off the movie page o find the lost patron," Lipton stated. It will require a different kind of lvertising approach, both in format, opy and illustration so that we can ompete with retail and commercial lvertising for attention. We hope give these ads the kind of impact, ncerity and persuasion necessary to nvince all newspaper readers that ey are missing splendid entertainent opportunities. No cut in regur space is anticipated. This is onus advertising' to bring in the tra patrons we have missed in the st."

Earl Silverman, 47, Of Essaness Theatres

CHICAGO, Dec. 12.—Earl Silverman, , a former exchange manager of arner Brothers and Grand National ctures and exhibitor in Chicago, d suddenly on Friday. He was e brother of Edwin Silverman, esident of Essaness Theatres in Chigo. Although inactive in the film lustry for the past 10 years, he reined financial interests in the Buckgham, Vic and Julian theatres (Essess) and the Willard in Chicago. e is survived by the widow, Ethel, d two children, Anne and Connie. rvices were held today.

Hebert to Handle Revue

HOLLYWOOD, Dec. 12.—William Hert, publicist, has been appointed to ndle all publicity, advertising, exitation and commercial tieups for musical revue, "My L. A.," which l be produced in Los Angeles.

DuMont Sales Run $70,000,000 a Year

Washington, Dec. 12.—Allen B. DuMont, president of DuMont Laboratories, estimated that his firm's sales will amount to about $80,000,000 in 1950.

Testifying before a House-Senate Economic Committee, DuMont said that 1949 sales will be about $45,000,000. They are currently running at about $70,000,000 a year. He estimated profits for 1949 will be more than $3,000,000, compared with $2,701,767 in 1948. Total assets as of last Nov. 6 were put at $22,376,000, compared with $12,169,275 on January 2, 1949.

'Jolson' Admissions

(*Continued from page* 1)

sales terms and replied to Wood as follows, in part: "Montague stated that Loew's State Theatre, New York, has been showing this picture at regular admissions for five days a week since the run began; that there is a 25-cent increase on Saturday and Sunday and that this increase is quite in line with the policy of the house to increase its weekend admissions, as has been done in a number of other cases. I am also advised," Harmon continued, "that the Woods Theatre in Chicago, which operates on a 24-hour-a-day basis, is showing this picture at regular admissions except for two hours each evening when the admission is upped 25 cents.

"I am further advised that a number of theatres in the Utah territory outside of Salt Lake City are playing 'Jolson Sings Again' at regular admissions. Montague cited a theatre in Ogden as illustrative of this group," Harmon concluded.

Additionally, Wood disclosed receipt of word from Col. H. A. Cole of Texas Allied, in which the latter said he had been informed by officers of Interstate Theatres that "Jolson" will run at the regular 60-cent admission price, "with a possibility that the matinee price will be the same but no higher."

Ben Levine Dead; Was Film Veteran

Funeral services for Ben Levine, sales manager of Film Rights, International, were held at Sherman's Chapel in Brooklyn Sunday. Levine, who died of pneumonia at Harbor Hospital in Brooklyn, had been in the industry for over 40 years.

Surviving are the widow, Hannah, a son, Waldron, and two daughters, Roslyn and Ethel Raskin.

Geo. Harrison Miner, 50

George Harrison Miner, 50, son of George H. Miner, Sr., and grandson of Henry Clay Miner, operators of the Miner's circuit of theatres, died yesterday of a sudden heart attack. Miner, manager of Loew's Theatre in Mt. Vernon, N. Y., during the past 15 years, joined Loew's in 1935 and has also managed Loew's State, Yonkers, and Brevoort Theatres. The widow and an 11-year old son survive. Funeral services will be held tomorrow evening at the Burr-Davis and Sons Funeral Home, Mt. Vernon, with burial Thursday morning in Ferncliffe Cemetery.

Julius M. Gordon

—Jefferson Amusement Company—

says:

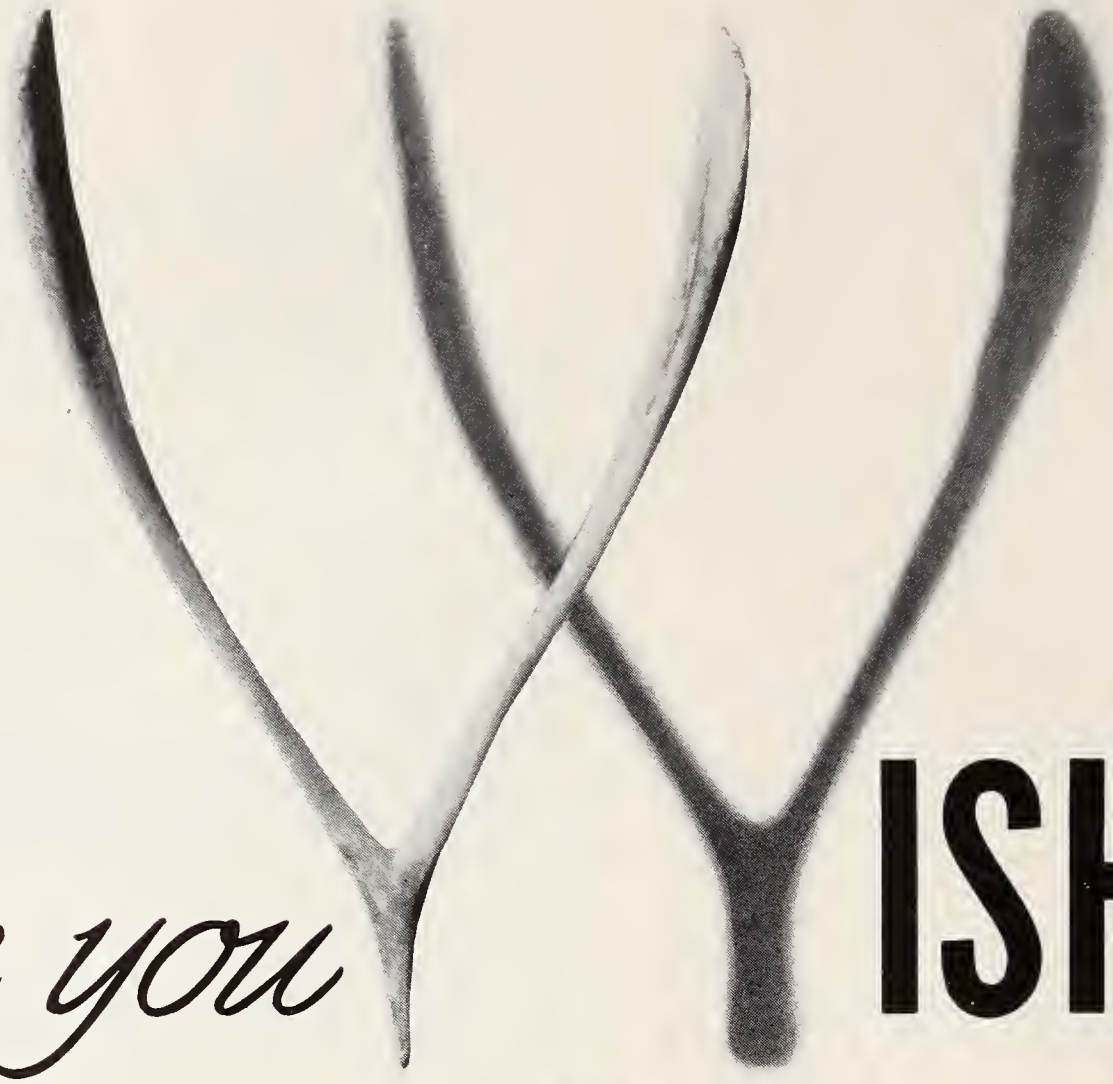
"Cecil B. DeMille's

Samson AND Delilah

Color by Technicolor

is great. DeMille has reached the apex of his creative power."

IT'S THE Paramount EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH



are you WISHING for business?

Wishbones are fine at Sunday dinner, **but** . . .

No smart Showman will risk his business on the whims of a good luck charm–because he knows that Trailers and Accessories represent an inexpensive investment in the kind of showmanship that sneers at superstition.

Good luck is a handy commodity, but *good salesmanship* is *safer*. And selling is surer, *easier,* when NSS Trailers and Accessories are an important part of YOUR advertising efforts!

They're your *least* expensive, *most* expressive selling aids!

IT'S EASIER TO SELL SEATS WITH TRAILERS AND ACCESSORIES!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 114 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 14, 1949 TEN CENTS

Permanent 'P.R.' Setup Created by Industry

Subject to Ratification by Members of Participating Units—Financing Plan Set—Depinet at Helm Pending New Meet

By J. A. OTTEN

WASHINGTON, Dec. 13.—A permanent all-industry public relations organization — The Council of Motion Picture Organizations — was formed by representatives of all branches of the industry meeting in a two-day session here at the the Shoreham Hotel.

The forming of the organization marks the first step in executing the comprehensive all-industry public relations plan set up last summer in Chicago. The new organization will cover projects in general public relations, better box-office, intra-industry relations, discriminatory taxation, restrictive regulations, and basic research. Under the program agreed on at Chicago, trade practices are specifically excluded.

Ned E. Depinet

"The new organization," the statement declared, "achieves the individual and joint purposes of the members of the Chicago conference to establish a general, national policy-making authority to plan, organize and supervise a comprehensive, continuous public relations program representing maximum coordination of the member organizations which represent all branches of the motion picture industry."

Financing of COMPO will

(*Continued on page* 11)

Schaefer Hits Cut of MPEA Role Abroad

Cites 'Economy' Factor; Expects 'Buyer's Market'

Pointing out that the overhead for American distribution operations in Germany will be "multiplied six to eight times" after Jan. 1 when Motion Picture Export Association activity in that country will end, veteran industry distribution executive George J. Schaefer declared here yesterday that "with the need for economy" modification of MPEA operations on "a more equitable and suitable basis" should have been preferable to the resumption of dis-

George J. Schaefer

(*Continued on page* 6)

'Ned Depinet Drive' Meeting Here Today

With advance preliminary meetings already under way in company exchanges throughout the country on RKO Radio's 1950 "Ned Depinet Drive," the New York exchange will hold meetings today.

In charge will be Charles Boasberg, North-South division sales man-

(*Continued on page* 11)

Rush Named By Mid-South

MEMPHIS, Dec. 13.—W. A. Rush of Houston, Miss., was unanimously elected general manager of Allied Theatre Owners of the Mid-South by the board of directors meeting here today.

Rush is leader in the Mississippi theatre owners fight against the 10 per cent state admission tax there and will continue this campaign through Allied, Edward O. Cullins, Mid-South president, said.

Rush will work at Allied headquarters in the Hotel Chisca in Memphis

(*Continued on page* 6)

Justman Is Still on New Financing Deal

Joseph Justman, president of the Motion Picture Center Studio, Hollywood, still is at work wrapping up the projected deal providing financing for independent producers, with indications that consummation of it remains a good possibility, according to sources here. That the deal had not gone through by now prompted some trade reports that it had grown cold.

The plan contemplates financing of 75 per cent by a factoring group with the independent putting up the balance in cash and deferments. The films would be made at Justman's Coast studio and distributed through United Artists.

U. A. in Three-Year Deal in Mexico

MEXICO CITY, Dec. 13.—Mier Y. Brooks, S.A., new front-line producer-distributor, announces a contract with United Artists to distribute in Mexico United Artists product from 1949 to 1952, starting with "Champion," and followed by "Gay Amigo," "Just William's Luck," "Black Magic, "Dan Patch," "Valiant Hombre," "Too Late for Tears," "Home of the Brave," "Africa Screams," "Outpost in Morocco," "Crooked Way," "Jigsaw," "Cover Up," "Impact," and others to be set later.

Two former Warner managers here, Felipe Mier and Oscar J. Brooks, are partners in the new company.

United Artists executives in New York are understood to be studying the company's distribution position in several countries with a view to replacing some branches with agents.

Odeon Disposes of Its London Building

London, Dec. 13.—As a further step in J. Arthur Rank's Odeon divestment of unproductive assets, the company has sold its Denvonshire House, Piccadilly, to Property Investment Co. Building is regarded as one of London's most lavish. It cost 3,000,000 pounds when it was built in 1926.

Neither the purchase or the sale price were disclosed, but it is understood to exceed 1,000,000 pounds.

TEXT OF RESOLUTION SETTING PERMANENT INDUSTRY COUNCIL

Washington, Dec. 13.—The text of the resolution setting up the new permanent Council of Motion Picture Organizations follows:

The Conference Committee of the Motion Picture Industry—

Having Received **the necessary ratifications from the constituent organizations which attended the Chicago Public Relations Conference;**

Having Reviewed **the Committee reports, unanimously adopted at that conference; and**

Having Accepted **the responsibilities delegated to it; and**

Having Assembled **in Washington on December 12 for the purpose of fulfilling its important responsibilities;**

Does Hereby Affirm **the individual and joint determination of the members of the Conference Committee to proceed as soon as feasible to establish a permanent organization, the Council of Motion Picture Organizations, as a national policy-making authority to plan, organize,**

(*Continued on page* 11)

MPEA Meets Today On UK Film Deal

Executive committee of the Motion Picture Export Association will meet here today to designate a committee to participate in the re-negotiation of the Anglo-American film agreement. The group chosen by the MPEA probably will be joined by James Mulvey, president of Samuel Goldwyn Productions, who sat in on the initial negotiations, and Ellis G. Arnall, president of SIMPP.

New Year on Sunday Hits Midnight Shows

New Year's Eve midnight shows will not be scheduled this year by many theatres in states and localities with laws prohibiting Sunday morning screenings, as the holiday falls on Sunday. Some houses plan to hold midnight shows on New Year's Day, however.

Cinema Lodge Cites Berg and Downey

Leaders of the motion picture, radio and television industries joined with New York Cinema Lodge of B'nai B'rith is paying tribute to Mrs. Gertrude Berg, star of "The Goldbergs" television and radio shows and singer Morton Downey for their outstanding contributions to the American democratic principles at the winter meeting of the Lodge at the Hotel Astor here last night.

Mrs. Berg was presented with the Cinema Lodge 1949 Interfaith Award by Robert M. Weitman, past Cinema Lodge president, while Downey received a special award of merit from Saul E. Rogers, present president. Louis A. Novins, Paramount executive and former counsel to the Anti-Defamation League of B'nai B'rith, was the key speaker.

Among those invited to the dais were Malcolm Kingsberg, president of RKO Theatres; Alfred W. Schwalberg and Paul Raibourn, vice-presidents of Paramount Pictures; Robert M. Weitman, vice-president of United Paramount Theatres; Will Baltin, secretary-treasurer of Television Broadcasters Association; Henry Epstein, former Solicitor General of the State of New York; Andre Baruch, and others.

Israel Ambassador Visits Para. Studio

HOLLYWOOD, Dec. 13.—Eliahu Elath, Israel's first ambassador to the U.S., was a guest on the Paramount lot today, his first visit to a Hollywood film studio. Later the envoy and his wife were entertained at a luncheon in the studio commissary hosted by Henry Ginsberg, vice-president and studio head.

Other guests at the luncheon included Charles Brackett, Billy Wilder, William Wyler, Y. Frank Freeman, C. B. DeMille, Dore Schary, Leo McCarey, Norman Siegel, D. A. Doran, Jacob H. Karp and David Apter, representing Mayor Fletcher Bowron.

Vogel Sues RKO, Argosy

Argosy Pictures and RKO Radio have been named defendants in an infringement action filed in U.S. District Court here by Jerry Vogel Music Co., Inc. Asking $100,000 damages and an injunction and accounting of profits, plaintiff charges the title song in the film "She Wore a Yellow Ribbon" represented an infringement on a tune to which Vogel has title.

Personal Mention

WALTER WANGER returned to New York yesterday from Paris by way of Port Columbus, Ohio, to where his plane was forced to fly due to fog which blanketed the New York area.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, will be here from Albany during the latter part of the week.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, has arrived here from the Coast.

•

F. J. A. MCCARTHY, Universal-International Southern and Canadian sales manager, has returned to New York from New Orleans.

•

BERNARD J. GATES, Monogram Latin American supervisor, has left here for Puerto Rico and Central and South America.

•

SAM GALANTY, Columbia Mid-East division manager, left Washington yesterday for Cleveland.

•

EDWARD LACHMAN, president of Carbons, Inc., has returned to New York from a tour of the South.

•

CHARLES L. CASANAVE, Motion Picture Sales Corp. executive vice-president, has returned here from abroad.

AL LICHTMAN, 20th Century-Fox vice-president, left here last night for the Coast.

•

DAVID SARNOFF, RCA board chairman, has been cited by the United Nations for his aid to freedom of information.

•

HERMAN M. LEVY, Theatre Owners of America counsel, who was due to arrive here yesterday from New Haven, will arrive tomorrow instead.

•

EDWARD SCHNITZER, United Artists Eastern and Canadian sales manager, is recovering at his home from an attack of virus pneumonia.

•

MAX WEINBERG, M-G-M short subjects publicity director, is vacationing this week.

•

MORRIS ROSENTHAL, manager of Loew's Poli Theatre, New Haven, is ill at New Haven Hospital.

•

HAROLD MIRISCH, Monogram and Allied Artists vice-president, has returned to Hollywood from New York.

•

BILL SLATER of Film Classics publicity department, has left here for Boston.

•

JAMES MULVEY, president of Samuel Goldwyn Productions, returned to New York yesterday from the Coast.

Jack Kirsch Heads Variety Tent No. 26

CHICAGO, Dec. 13.—Jack Kirsch, Illinois Allied head, was elected chief barker of Variety Club Tent No. 26 at an election held last night. He succeeds Irving Mandel. Other officers elected were Nat Nathanson and Edward Brunell, assistant chief barkers; John Balaban, dough guy; Albert Bartelstein, property master, and Edward Levin, sergeant-at-arms.

The new board of directors consists of those mentioned above and Sylvan Goldfinger, Harry Lustgarten, Al Goering and Van A. Nomikos.

FJP Appeal Intensified

Intensive activity by the amusement division of the Federation of Jewish Philanthropies has been highlighted by the distribution of letters from the various committee chairmen appealing for augmented contributions for the 1949 campaign. The drive is spearheaded by George F. Dembow, National Screen Service vice-president, and chairman of the amusement division, and will be pursued this week by committeemen, who will call on contributors and personally explain the "building fund" needs of the Federation which have been added to the usual annual request for a maintenance fund.

Refurbish N. Y.'s Para.

Interior refurbishing of the New York Paramount, including new seats and a new screen, is underway in preparation for the opening on Dec. 21 of "Samson and Delilah."

Skouras, Ricketson, And Rhoden to Coast

Charles P. Skouras, president of National Theatres; Elmer Rhoden, Fox Midwest, and Frank H. Ricketson, Fox-Intermountain, left here yesterday for their respective Western offices after a five-week trip to England and the Continent during which they reportedly furthered the company's plan to expand theatre holdings abroad. In the absence of comment by any of the three, some sources here said no deal was finalized but discussions were held with J. Arthur Rank regarding the possible acquisition of the majority stock in Canadian Odeon Theatres.

During his brief stay in New York, Skouras also took up the possibility of a consent decree in the industry antitrust suit with other top executives of the company.

Church Film Screened

The Protestant Film Commission gave a press screening at the RCA Exhibit Hall, New York, yesterday of "Kenji Comes Home," in three reels, and which tells the story of democratic Christianity versus totalitarian Communism in Japan, according to Jack Banner, public relations spokesman here for the Commission.

More 'Pinky' Openings

MIAMI, Dec. 13.—Darryl F. Zanuck's 20th Century-Fox production of "Pinky" has opened in three white and four colored theatres, the Miami, Lincoln, Miracle, Ritz, Harlem, Lyric and Ace.

Newsreel Parade

FLOODS in Italy and various persons in the news mark current newsreel highlights. Other items include the Shah of Iran's visit to Hoover Dam, a new Army plane, fashions and sports. Complete contents follow:

MOVIETONE NEWS, No. 100.—Floods in Italy. End of British warship. Princess Elizabeth dances. Crochet champion. Skiing. Ice skating. Surfboard glamor. Mrs. Anderson, first U. S. lady Ambassador.

NEWS OF THE DAY, No. 230—Opera stars sing for polio victims. New giant of the sky. Italian floods. Princess Elizabeth steps out. Ski season opens. Surfboard sirens.

PARAMOUNT NEWS, No. 33—Basketball. Santa makes a preview appearance. Princess Elizabeth at Malta. Baking contest. Stork knocks five times in one year. London: honor man of Berlin airlift.

UNIVERSAL NEWS, No. 308—New Army transport plane. Historic British warship sunk. Shah visits Hoover Dam. German gymnastics. Jewelry fashions. Santa's greeting to all.

TELENEWS DIGEST, No. 50-A—J. Parnell Thomas sentenced. Italy: Mt. Etna crupts. Czechoslovakia: Russian language taught in all schools. Korea: Marshall Plan funds aid food situation. New diving harness. National Lucky Dog Contest. Air Force tests attack transport. Representative Brown hits census "snooping." Football.

WARNER PATHE NEWS, No. 35—Mass oath in Israel. British warship sunk. Australian farmers battle flying foxes. People in the news: J. Parnell Thomas. Judge Medina on vacation. Shah of Iran visits Hoover Dam. Automatic parking in New York. French holiday fishions. New Army assault transport plane. Historic America: Sutter's Mill in California.

Final 'Boundaries' Hearing to Be Set

Final hearing on the "Lost Boundaries" censorship case in Atlanta has been tentatively set for either the week of Jan. 23 or the week of Jan. 30. Dec. 16 had originally been set as a temporary hearing date, but the defense requested a postponement. A spokesman for producer Louis de Rochemont had previously declared that his side had no objection to a postponement, provided the January date is for a final, rather than the temporary December hearing. Purpose of the hearing is to obtain an injunction against the censors' ban on the film. Judge Samuel Rosenman of Rosenman, Goldmark, Colin and Kaye, here, is expected to argue the case for the plaintiff. The picture is being released by Film Classics.

Albany Churches to Post Legion Lists

ALBANY, N. Y., Dec. 13.—The local branch of the International Federation of Catholic Alumnae plans to post Legion of Decency ratings in all Catholic churches in this diocese. The Federation believes church postings will make ratings more effective, especially with current neighborhood theatre dates listed.

Favor Union Shop, 52-2

Employes of the William Morris Agency yesterday authorized the Screen Office and Professional Employes Guild (CIO) to negotiate for a union shop. The vote, conducted by the NLRB, was 52 to 2.

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Kane to Report on Convention Results

Minneapolis, Dec. 13.—Reports on the Allied States national convention, held in Minneapolis in October, is being readied by Stanley Kane for the national association's board meeting in Washington, Feb. 8-10. Kane, executive counsel for North Central Allied, sponsor of the national conclave, was also general chairman of the national convention committee.

Kane would not reveal content of the report, although he said "it looks pretty good. In fact, I think it will add up as the best national Allied annual convention report yet presented in the matter of accomplishments."

Video, Radio for 'Samson' Opening

"For the first time in entertainment history," according to Paramount, a film premiere will be covered by a simultaneous, Coast-to-Coast radio and television broadcast. This coverage will originate in the lobbies of the Rivoli and Paramount Theatres here on Dec. 21, for the premiere of Cecil B. DeMille's "Samson and Delilah."

Both the broadcast and telecast sessions will run from 8:00 to 8:30 p.m., with cut-ins from Hollywood. The radio portion of the program will be carried on the Mutual Coast-to-Coast network, embracing between 150 and 200 stations. The television portion will go out over WABD and the DuMont television network.

Jersey Allied Dinner Guest List Lengthens

Representatives of distributors, equipment and supply dealers and those from other fields will be on hand for Allied of New Jersey's annual beefsteak dinner at the Ritz Restaurant, Passaic, tomorrow evening.

The guest list to date includes Harold Bennett, William Murphy, Nat Furst, Len Gruenberg, Frank Dennis, Sol Trauner, Harry Dudelson, Bert Sanford, Milton Cohen, Charles Stern, Bernard Shultz, Adolph Haas, Walter Reade, Jr., Sam Goldstein, Jack Price, and others.

MPIC to Meet on UN

HOLLYWOOD, Dec. 13.—The United Nations and its activities will be reported on at a special meeting of the Motion Picture Industry Council to be held tomorrow evening at the Hollywood-Roosevelt Hotel. Luther Evans, member of the executive committee of the U. S. Committee for UNESCO; Myrna Loy, member of the American delegation to UNESCO; Howard Vickery, of the U. S. State Department, and Mogens Skot-Hansen, recently appointed Hollywood liaison for the UN, will speak.

'King's Men' to Truman

WASHINGTON, Dec. 13.—Columbia's "All the King's Men" is the latest feature to be flown to Key West for showing to President Truman and other vacationing White House staff members.

Reviews

"Sands of Iwo Jima"

(Republic)

REPUBLIC'S re-enactment of one of the bloodiest—and the most famous—battles of the war in the South Pacific comes through as a rousing and exciting show earmarked with all of the prerequisites for wide appeal and topline grosses.

In front of the spectacle of island warfare against tremendous, and oftimes unknown, odds is a serviceable story of the Marines, telling of their grit and their prowess as exemplified by the squad of riflemen whose individual stories are woven into the whole.

Principals in this group are John Wayne and John Agar. Wayne is the tough warrior separated from his wife and child and thus carrying a considerable private burden of his own. Agar is enrolled in the Corps only to give lip service to the tradition of his dead father, Marine colonel and Wayne's commanding officer who was killed at Guadalcanal. There are others like Forrest Tucker who bears Wayne a grudge which the rigors and the muck of battle erase in time; Wally Cassell, the inevitable comic; Richard Jaeckel and Bill Murphy, the scrappy Irish brothers from Philadelphia; Peter Coe, the Greek everyone likes.

Wayne is the unrelenting taskmaster assigned the job of moulding his platoon into a united, synchronized fighting machine. In a training camp in New Zealand, he first launches into the job, prepares for the strike at Tarawa, and later in a rest camp in Hawaii re-knits his men in preparation for the larger goal; Iwo Jima with its Japanese snipers, machine guns, pill boxes, its exposed beaches and the unfamiliar and hazardous terrain beyond. The stirring finale is the planting of the flag atop Mt. Suribachi, in faithful reproduction of the original, which thrilled the nation.

The drama of the individuals has Agar marrying Adele Mara and tells of the birth of their child; how Wayne tries to make friends with his colonel's son and how, after misunderstanding and cross-purpose, this comes about; how Agar eventually adopts his father's soldierly ideals and how, immediately ahead of the end of Japanese resistance on Iwo Jima, Wayne meets his death.

There are some incidents, story-wise, which are routine and conventional. But the shattering events of which the fictional characters are a part overshadow the individuals and their roles no matter how well they play them, like Wayne who is excellent and peer of all in a competent cast.

"Sands of Iwo Jima" is at its best—and that best is impressive, authentic and big-scale—in its two extensive war sequences, one dealing with Tarawa and the climactic sequence dealing with Iwo Jima. Part of the footage is official. Most of it was staged at Camp Pendleton, Oceanside, Cal., with the full cooperation of the Marine Corps. Of the genuine footage, obviously there can be no doubt, but the rest of it is completely and authoritatively in the flavor of the real thing.

For a difficult and complex job, substantial credit accrues to Edmund Grainger, the associate producer, and Allan Dwan, the director. Harry Brown provided them their story and their screenplay in which James Edward Grant was collaborator. For the stunning values of his photography, credit goes to Reggie Lanning.

Running time, 110 minutes. General audience classification. Release date, not set.

RED KANN

"The Rugged O'Riordans"

(Universal-International)

THE backbreaking toil, disappointments and achievements that stamped the lives of pioneer settlers are brought to the screen in vivid outline in "The Rugged O'Riordans," a "Western" of Australian vintage.

Produced in that country by Charles Chauvel, who directed and collaborated with Elsa Chauvel and Maxwell Dunn in writing the screenplay, this picture was quite well worth bringing to the U. S. Its striking photography of the Australian plateau country, its muscular account of the rigors of frontier life there at the turn of the century, its humanistic declination to make "pioneering" synonymous with the slaughtering of savages—these are the picture's principal virtues. Additionally it is splendidly acted (by a cast which is wholly unknown here, of course) and it is directed with monumental respect for nature and human courage.

The story is about the O'Riordan family—father, mother and five brawny sons and two daughters. The parents left Ireland to make their home and rear their family in Australia where many hardships and satisfactions were experienced in the fertile valley which they converted into farm and pasture. Later, when the sons have grown to manhood, the father encourages them to make for the wild plateau country and there carve out of the stubborn wilderness on those great heights their own homes and rear their own families.

It is an agonizingly difficult task the sons undertake in company with a neighbor and his daughter. There are gigantic trees to be felled, a road to be built along the precipitous cliffs, homes to be built, cattle tended in true "Western" fashion. Then when victory over the wilderness is about to be achieved, an heretofore unobtrusive love triangle explodes into a violent fight between two of the brothers over the love of the neighbor's daughter. Character wins out in that instance too, before the finale. There is much in "The Rugged O'Riordans" to please American audiences. And it deserves commercial success.

The cast includes Michael Pate, Wendy Gibb, John O'Malley, Thelma Scott, Ken Wayne and others, including a first-rate child actor named Jimmy White.

Running time, 76 minutes. General audience classification. For January release.

CHARLES L. FRANKE

Military Leaders to Attend 'Iwo Jima' S.F. Premiere Today

SAN FRANCISCO, Dec. 13.—Hollywood personalities, state and civic officials and officers of the Army, Navy, Air Force and Marine Corps will attend tomorrow night's world premiere of Republic's "Sands of Iwo Jima" at the Fox Theatre here.

From Hollywood will be Herbert J. Yates, Republic president; James R. Grainger, sales vice-president; Edmund Grainger and Allan Dwan, producer and director of the film, and John Wayne, Adele Mara, Forrest Tucker, Wally Casell and Harold Milner of the cast.

Governor Earl Warren and Mayor Elmer E. Robinson will head the list of officials to be present. Among the military contingent will be Gen. Keller Rockey, Gen. C. C. Jerome, Gen. Graves B. Erskine, Maj. Andrew Greer, Col. David Shoup, Lt. Col. H. J. Crowe and Capt. J. G. Schrier of the Marine Corps; Admirals George Murray and Lynn McCormick; Gen. John Upton, Air Force; Gen. Albert Wedemeyer, Army, and Admiral J. E. Stika, Coast Guard.

Tomorrow has been proclaimed "Veterans of Iwo Jima Day" by Mayor Robinson, and a Marine band will lead a parade to the theatre. The premiere will be telecast.

Marine Corps Reserves to See Republic's "Sands of Iwo Jima"

Officers of the Marine Corps Reserve Officers Association and members of their staffs will attend a special screening of Republic's "Sands of Iwo Jima" at the Museum of Modern Art here tomorrow, Thursday evening.

The screening will be sponsored jointly by Herbert J. Yates, Republic president, and the New York Chapter of the Marine Corps unit. Steve Edwards, Republic director of advertising-publicity, is on the committee of arrangements.

Goldwyn Film Stays On United Artists Lot

Samuel Goldwyn's "Edge of Doom," in production for the past two weeks at United Artists Studio, will be completed at that lot unaffected by the court conflict between Goldwyn and Mary Pickford, co-owners. Under court order, the studio is to be sold but Goldwyn was required to remove only his personal equipment, with his company allowed to remain in operation pending the sale.

SAG Sets Video Talks

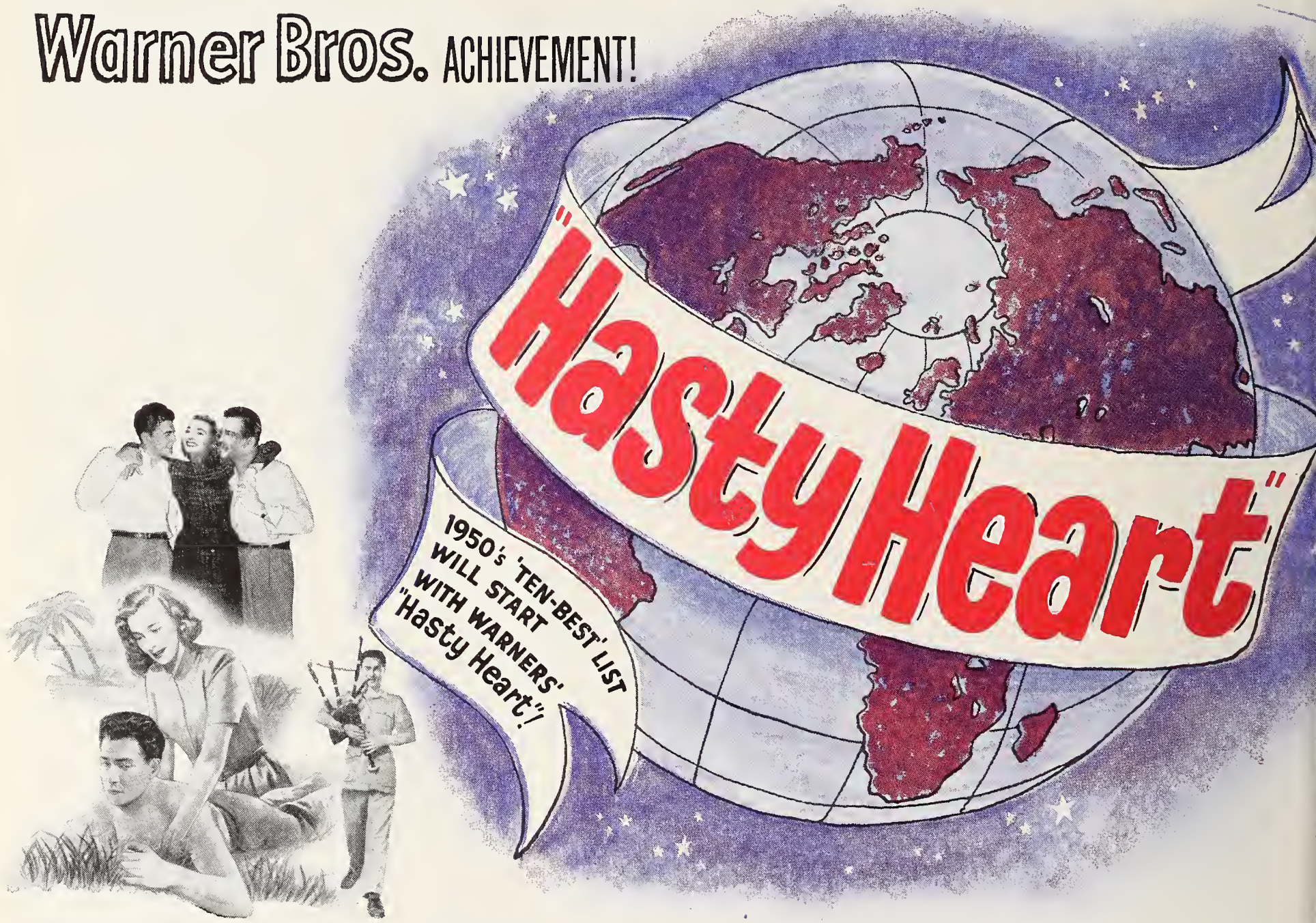
HOLLYWOOD, Dec. 13.—Following a New York meeting today between the Screen Actors Guild negotiating committee and principal television film producers there, SAG announced the negotiating committee will meet with the Television Film Producers Association here next Tuesday. The Screen Extras Guild committee will join the SAG group in Coast negotiations.

Harris Gets N. Y.'s Arden

Harry Harris has acquired the lease on Manhattan's Arden Theatre, formerly operated by the Zatosh Amusement Corp., bringing to 10 the theatres operated by the Harris Circuit. Berk and Krumgold, theatre realtors, handled the deal.

The Shouts heard 'round the world!!

CORRESPONDENTS RUSH WORD THROUGHOUT THE GLOBE OF THE NEW
Warner Bros. ACHIEVEMENT!



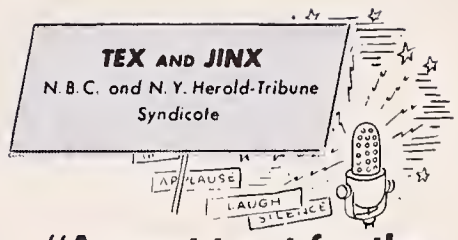
Tonight THE PREMIERE

HOLLYWOOD and DOWNTOWN and WILTERN-LOS ANGELES

"Truly a great picture. Richard Todd should win the Academy Award!"

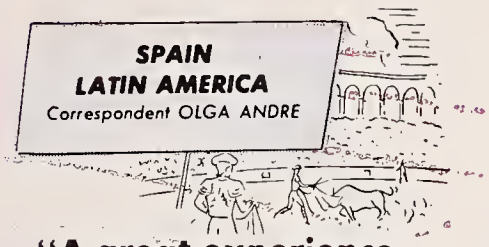
"'The Hasty Heart' is a rarity among films!"

"A strong Academy Award contender. Ronald Reagan and Patricia Neal do their greatest jobs! Richard Todd is the most outstanding new screen personality!"



"A great treat for the country!"

Deserves an Oscar!"



"A great experience in motion picture entertainment!"

"Sure to make every list of the year's ten best!"

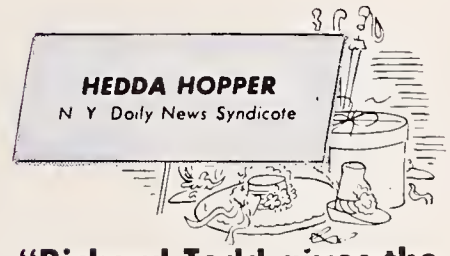
A great play becomes a great picture! Richard Todd is sensational."

"Most moving picture I have ever seen! Academy Awards will have to reckon with 'The Hasty Heart'."

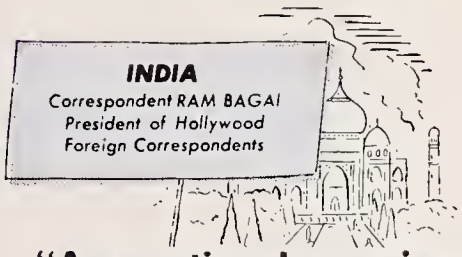
"So good it tops the play! A new star is born!"

"Scores with such impact that Warners may find most of the Awards in their basket. Richard Todd promises to be the most meteoric sensation of 1950 or any other year!"

Richard Todd has my vote for the Academy Award!"



"Richard Todd gives the greatest performance of the year!"



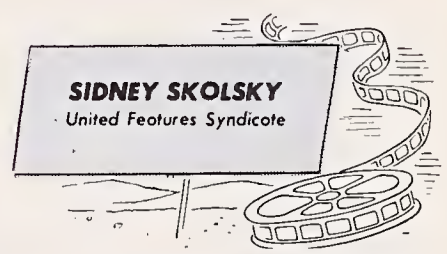
"An emotional experience! Richard Todd's performance finest of the year."

"One of the best pictures I've seen!"

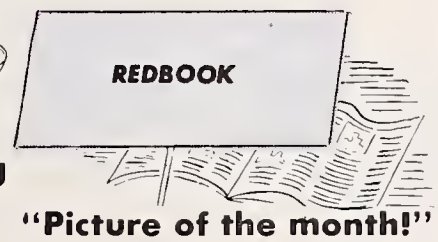
I was overwhelmed! Richard Todd is easily the strongest contender for the Academy Award!"

"'The Hasty Heart' will win your heart!"

"An excellent picture! Some of the finest acting yet seen on the screen!"

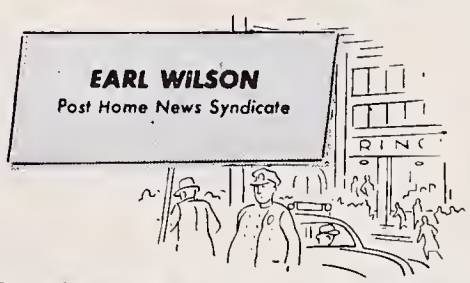


"A must see movie!"



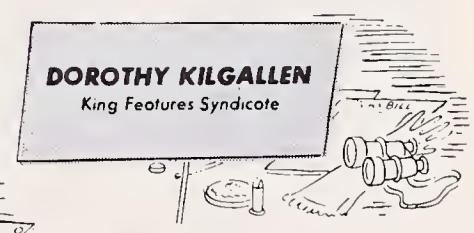
"Picture of the month!"

Most refreshing film of the year! Richard Todd a threat to any other Academy Award contender!"



"Bravo! An Oscar Contender!"

Winner of the MEDAL AWARD!



"The comment is terrific! Richard Todd's performance is sure to be nominated for an Oscar!"

And the Sensational New Star

STARRING

RONALD REAGAN ☆ PATRICIA NEAL ☆ RICHARD TODD

DIRECTED BY VINCENT SHERMAN • SCREEN PLAY BY RANALD MacDOUGALL

E. Pa. Allied Urges Tax Cut

PHILADELPHIA, Dec. 13.—The theatre owners' battle to reduce the 20 per cent Federal admissions tax has the backing of Sen. Francis J. Myers (D., Pa.), it was revealed at a meeting of Allied Theatre Owners of Eastern Pennsylvania here today. Sen. Myers has recommended cutting the tax back to 10 per cent.

General Manager Sidney E. Samuelson reported that although no action was taken at the meeting, the discussion covered renewed activity of the National Legion of Decency, quality of product, the admission price situation in this city, the double feature problem in relation to film prices, and a detailed analysis of product company by company.

Rush Is Named

(*Continued from page* 1)

on week days and will return to his home in Houston on weekends.

Rush appeared before the membership meeting this afternoon and explained the Mississippi tax fight. The state is divided into Congressional districts with 21 key men engaged in directing the campaign. Allied approved the Mississippi tax fight and decided to use the same plan if necessary to combat the 20 per cent Federal admission tax in all of the tri-state area.

It was announced at the meeting that the city today had selected Chalmers Cullins, Memphis exhibitor, as a member of the city licensing board for motion picture operators.

Review

"The Man on the Eiffel Tower"

(A & T Film Productions—RKO-Radio)

CHARLES LAUGHTON is the French police inspector, earthy but wise, dogged in his determination to nail the knife killer of a wealthy woman and her maid. Franchot Tone is the murderer, cunning and intellectual, taunting Laughton for what he believes an inferior mentality. Against panoramic views of Paris, where the film was produced, and colorful immediate settings which endow the overall work with an air of intrigue, the two engage in a cat-and-mouse game ranging from subtle exchanges of words to a chase above a maze of rooftops and finally to a genuinely exciting climax atop the Eiffel Tower.

Something special in the way of stories about crime investigation and a master criminal mind is offered here. Special, because this particular essay has depth, its characters are spectacular yet plausible and vividly sketched, the production obviously was well planned. "Eiffel Tower" has every appearance of top-caliber box-office.

The film was produced by Tone and Irving Allen, and was photographed in Ansco color. Burgess Meredith directed (and came out on top with what doubtless was a tough assignment); he also plays a prominent role. Harry Brown's screenplay is from Georges Simenon's novel, "A Battle of Nerves."

The narrative has so many intricate twists and turns that giving it an adequate synopsis here would require lots more space. Basically, it presents Meredith as a wretched character who walks into a double murder in the belief he is engaging only in a robbery. The engineer of the scheme was Tone who was hired to kill one of the victims by her playboy nephew. The latter has a wife, Patricia Roc, and a girl friend, Jean Wallace, who turn up at various points of the story and add to the mystery. Laughton has a time of it, knowing Tone is the man he is after but finding the evidence difficult to establish.

Laughton, an old master at this sort of thing, turns in his usually competent job. Tone's performance as the flaunting, arrogant murderer probably represents the best he has ever done on the screen. Robert Hutton, Belita, George Thorpe, William Phipps, William Cottrell, Chaz Chase and Wilfrid Hyde-White are among the others in the cast, all doing well. Stanley Cortez, as director of photography, and his associate, Tony Braun, rate special mention for an outstanding lens job.

During the course of the film Laughton is heard to mutter, "this case gets more and more complicated." That might be equally true of the story itself but all things are straightened out eventually. No one will be disappointed with the ending in which Tone unmasks himself as one lacking courage when finally trapped at the Eiffel apex.

Running time, 97 minutes. General audience classification. Release date, Feb. 4.

GENE ARNEEL

Cohn, McConville In Stock Deals

WASHINGTON, Dec. 13.—Trading by insiders in film company stocks was extremely light during the period from Oct. 11 to Nov. 10, the Securities and Exchange Commission reports.

Columbia president Harry Cohn gave away 1,400 shares of Columbia common, dropping his personal holdings to 149,722 shares. He owns 400 shares of $4.25 preferred. Joseph A. McConville bought 100 shares of common, and, with 100 shares purchased in September, brought his holdings to 800 shares.

Walter L. Titus, Jr., bought 400 shares of Republic common, now holds 1,740 shares in his own name, and 106,635 shares through Tonrud, Inc.. His wife owns 260 shares. Titus also owns 100 shares of $1 cumulative preferred and Tonrud owns 12,200 preferred shares.

Joseph E. McMahon bought 20 shares of preferred, for a total holding of 250 preferred shares and 100 shares of common.

Douglas T. Yates, in September, bought 100 shares of Republic common, for personal holdings of 1,150 shares of common. Through Tonrud he also has 106,635 shares of common and 12,200 shares of preferred.

A partnership of which Herbert E. Herrman is a member sold 1,000 shares of Trans-Lux common, its entire holdings. Herman still holds 5,000 shares in his own name. Loew's bought another 240 shares of Loew's Boston Theatres common, bringing its holdings to 125,175 shares.

Says Anti-Red Films Lack Needed Vigor

UNION CITY, N. J., Dec. 13.—Hollywood's anti-Communist films are being "diluted and distorted," Jerry Cotter, screen editor of *The Sign*, national Catholic magazine, charges in the December issue.

Pointing to "evident lack of conviction and half-hearted effort" in portrayal of the Red threat, he asks: "Could it be that there is subtle but highly efficient sabotage at work?" "The industry which was so vehemently and effectively anti-Fascist and anti-Nazi seems strangely indifferent to the new menace," he declares. He suggests that producers assign their next anti-Red pieces to "writers, directors and producers who feel as strongly about the Communist menace as the vast majority of Americans do."

Television Fund Net Assets at $3,000,000

CHICAGO, Dec. 13.—Net assets of Television Fund, Inc., in its first full year of operations, increased to $2,780,795 on Oct. 31, with investments at market value, from $274,983 a year earlier, Chester D. Tripp, president, informed stockholders in his annual report, and since the date of the report net assets have risen above the $3,000,000 level.

Premiere for Stanley

Premiere of Aaron Films' "God, Man and Devil," said to be the first Yiddish feature film to be made in this country since the war, will be held at the New York Stanley Theatre late this month.

Schaefer Hits

(*Continued from page* 1)

tribution by the companies independently.

This was one of several observations made by Schaefer following his return from a seven-week tour of England, France, Germany and Italy.

"One cannot overlook the fact," he said, "that with all the companies forming their own distribution organizations, each will have an overhead practically equal to the overhead of the MPEA. While the formula of the distribution of funds under MPEA was not entirely satisfactory, it seems it could have been modified on a more equitable and suitable basis to all concerned, thereby creating a better marketing condition and the lowering of distribution overhead."

Fears Film Flood

Schaefer said that American pictures "of course" dominate the European market, especially since there are not sufficient French, Italian or German pictures available in their respective countries. However, he observed, "with the elimination of the MPEA, it is quite possible that in the countries in which the MPEA operated the market will be flooded with American pictures and the industry will be confronted with a buyer's market."

Schaefer said further that "while the respective countries have some very good pictures available at this time and possibly will have for the next two years, the quality of product released (in Europe) will suffer since the various (American) companies will have used up most of their backlog and the quality of the releases will be reflected at the box-office, again creating a buyer's market." MPEA's tenure in Austria is expected to last only until next August.

On the subject of production overseas, Schaefer said he believed that pictures can be made in Hollywood more efficiently and economically than they can be made abroad. He explained that while European labor is cheaper, it is not as efficient as Hollywood technical labor. This fact, he said, when combined with the fact of the inferiority of European equipment points to the economy advantage Hollywood has.

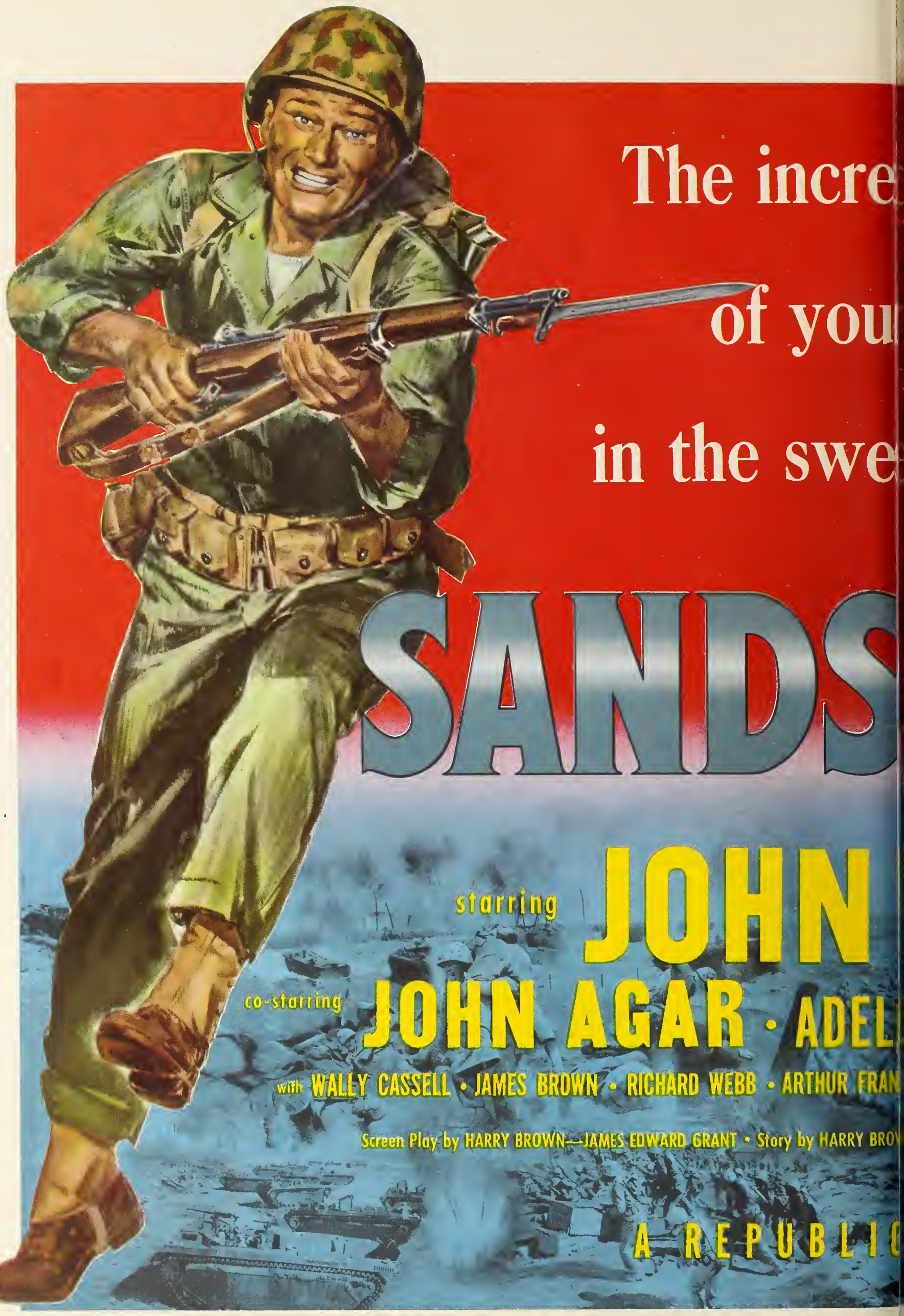
Sees Funds Converted

Schaefer believes there could be "several ways" in which frozen U.S. film industry funds could be converted into dollars in combination with ECA activity. He believes frozen funds could be made available to the occupational forces and in turn dollars made available to the U.S. industry. Likewise, he said, embassy and other U.S. administrative staffs abroad could be paid with frozen funds. He urged a "thorough exploration" of these possibilities.

The distribution executive will leave here Dec. 26 for the Coast where he will confer with independent producer Stanley Kramer whom he represents. While in Europe, Schaefer used frozen funds of Kramer to purchase from Sir Alexander Korda and the estate of Edmond Rostand the rights to "Cyrano de Bergerac," which Kramer will produce as a film in 1950. Coast conferences will revolve around that project, in which Jose Ferrer is expected to star, as well as "The Men," which Kramer has just completed for release soon. United Artists releases Kramer's product.

Glorious

THE MARINES' GREATEST HOUR!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SANDS
starring
JOHN
co-starring
JOHN AGAR • ADEL
with WALLY CASSELL • JAMES BROWN • RICHARD WEBB • ARTHUR FRAN
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ibly thrilling, human story

boys, your sweethearts,

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Chapter in the Annals of

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WAYNE FOR THE MEN, FOR THE WOMEN, FOR THE MONEY

WORLD PREMIERES

DECEMBER 14th and 15th

SAN FRANCISCO, FOX THEATER — SAN DIEGO, FOX, STATE and LOMA THEATE

(FOX WEST COAST THEATER CIRCUIT)

SANDS OF IWO JIMA

Watch its record-breaking biz!

LITHO IN

Industry 'PR'

(Continued from page 1)

come from individual exhibitors and distributors, not from any of the parent organizations, although the approval of these parent organizations is necessary to put the entire plan in operation.

Each exhibitor who voluntarily agrees to support the program—and the individual exhibitor can support it or not support it regardless of the stand of his parent organization—will pay 10 cents on each $100 of film rentals, or one-tenth of one per cent. The total exhibitor payments will be matched by the distributors. If every exhibitor agreed to support the new organization, it could have an annual budget of $600,000—$300,000 from exhibitors and $300,000 from distributors. Actually, the budget will probably be something less than this maximum figure.

Deadline in February

While all the participants at the meeting here seemed to regard COMPO as an established fact, technically it will not come into existence until each of the 10 participating parent organizations and groups approve the set-up and the financing. Deadline for this is Feb. 20.

It was set well ahead since some of the organizations don't have another board meeting until well into next year—for example, Allied's board won't meet until early February.

If approved by the member associations, the first meeting of COMPO will be held in late March or April, and officers elected and further program details worked out. Until then, RKO Radio president Ned E. Depinet, who presided at the sessions here yesterday and today, will continue as head of the program.

Set Drive on Tax

One of the key items on the new organization's agenda will be an industry-wide drive to reduce the Federal admissions tax. Another major project will be an industry-wide observance of the 20th anniversary of the production and advertising codes. The anniversary occurs in March, 1950.

In the intra-industry relations field, one of the major undertakings will be a liaison arrangement between exhibitors and producers for exchanging ideas on the public's film tastes. Under this arrangement, exhibitor representatives will go to Hollywood on a regular basis, as representatives of COMPO, and discuss with producers the latest audience trends in likes and dislikes.

Under the organization plan drawn up by the meeting here, there will be two types of membership in COMPO: charter members and industry members. The charter members include the 10 organizations which met in Chicago and here: Allied States Association, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Motion Picture Association of America, Motion Picture Industry Council, Pacific Coast Conference of Independent Theatre Owners, Society of Independent Motion Picture Producers, Theatre Owners of America, Committee of Trade Press Publishers, and Variety International. Variety was ratified as the 10th constituent body at the meeting here.

Need Unanimous Consent

Industry members will be other organizations or organized groups or individuals in the motion picture industry who are invited to join COMPO by unanimous vote of the 10 charter members.

Officers of COMPO will be headed by a president, who will come from the industry, and a salaried executive vice-president. There will also be one or more vice-presidents, a secretary, and a treasurer. The governing board will consist of representatives of the 10 charter groups, and all decisions of the board must be by unanimous vote of those present.

Presumably the officers would be elected by the board.

Exempt 3 Charter Members

Under the financing plan, there would be no contributions from members of three of the 10 charter organizations—the MPIC, the trade press, and Variety. The contributions would come from the other organizations not as organiaztions, but only in so far as individual exhibitor or distributor members participated.

Asked how the distributors would divide up their contribution, which must match total exhibitor payments, one COMPO spokesman said that the distributors now have in effect various quota arrangements for dividing other expenses and that presumably a similar system could be used for dividing up distributor payments to COMPO.

Development of plans for direct box-office promotion were considered, according to a spokesman, and several projects will be taken up at the spring meeting. However, no details were made public.

Two other specific projects which the organization will carry out will be to disseminate information on the civic contributions of the motion picture industry to the American community at large, and to establish an industry library of information.

The conference here went on all day yesterday, far into the night, and for a lengthy morning session. It broke up for good about 1:30, and the delegates then were given a luncheon by Depinet at MPEA headquarters. Following this, they were taken to the Academia, MPAA's new theatre, for a screening of several of the latest industry shorts.

Most of the delegates left immediately after the meeting, many returning to New York.

TEXT OF 'P. R.' RESOLUTION

(Continued from page 1)

and supervise a comprehensive, continuous public relations program representing the maximum coordination of all member organizations, such program to include not only projects in the general public relations field, but also those which affect better box-office, those which pertain more particularly to the relationship of the 238,000 people in the motion picture industry to one another, and those which are related to discriminatory taxation and restrictive regulations, and to conduct the necessary basic research pre-requisite to the initiation and fulfillment of such a program.

We do therefore create and establish the Council of Motion Picture Organizations for the above purposes.

'Ned Depinet Drive'

(Continued from page 1)

ager and his assistant, Carl Peppercorn. Also in attendance will be Len Gruenberg, Metropolitan district manager; Phil Hodes, branch manager and bookers and salesmen.

The drive, as announced by Robert Mochrie, RKO Radio distribution vice-president, will extend over a 26-week period, starting Dec. 23.

Johnston Calls U. S. Films Instruments For World Freedom

CHICAGO, Dec. 13.—The American motion picture is a powerful democratic instrument which is making important contributions to freedom and to the economic well-being of the world, Eric Johnston, president of the Motion Picture Association of America, said today.

Addressing the annual convention of the American Farm Bureau Federation at the Stevens Hotel this afternoon, he said:

"Perhaps most of you here think of my business—the motion picture industry—as a purveyor of entertainment to provide joy and happiness and relaxing hours. It is. It does that well. But have you ever thought of the American motion picture in another light—as a powerful, even a revolutionary, instrument to increase human desires? It is that, too, and I think it performs the role well."

Lindau, Roth Form Foreign Films, Inc.

CHICAGO, Dec. 13.—Formation of Foreign Films, Inc., has been announced by Charles Lindau and Max Roth who will serve as distributors for foreign product in territories served out of Chicago, Indianapolis, Milwaukee, Minneapolis, Omaha and Des Moines. First release acquired for distribution is "Rigoletto."

The new company is to be operated with the Capitol Film Exchange.

GLOBE TICKET CO.
Season's Greetings
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WATKINS 9-1486

SHELLEY WINTERS • MACDONALD CAREY IN "SOUTH SEA SINNER"
co-starring HELENA CARTER with Luther Adler • Frank Lovejoy and Liberace
Screenplay by JOEL MALONE and OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by MICHEL KRAIKE • A UNIVERSAL-INTERNATIONAL PICTURE

FOR STUDIOS EVERYWHERE AND THEATRES OUTSIDE U. S. A. AND CANADA

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Western Electric recording equipment is now available to studios everywhere through Westrex.

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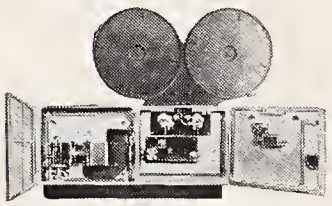

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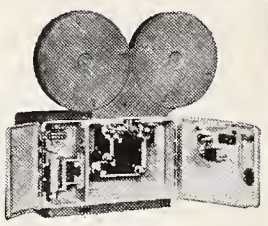
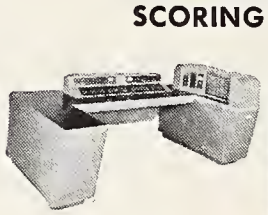
RA-112B MODULATOR

A complete line of recording equipment ranges from a single-film newsreel system to elaborate automatic equipment for studios.



RA-1231

RE-RECORDING AND SCORING CONSOLES



A number of standard sizes and types are available and special designs can be assembled.

RE-RECORDERS

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16 MM

35 MM

Meet the needs of small, medium or large studios for 100 mil standard, 100 mil push-pull and 200 mil push-pull re-recording.

ANNOUNCEMENT

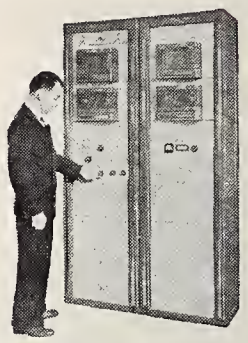
Westrex Corporation has taken over the sound picture recording activities of the Electrical Research Products Division of Western Electric Company in the U. S. A. Westrex, and its 21 subsidiaries, with offices in 100 principal cities, now serve the needs of 84 studios in the major countries of the world — in addition to over 5,000 theatres outside the U. S. A. and Canada.

Reproducing Equipment

The Westrex line of reproducing equipment is available to studio review rooms everywhere, and to theatres outside U. S. A. and Canada.

SOUND AND PROJECTION EQUIPMENT

Westrex *Master*, *Advanced* and *Standard* Sound Systems meet the requirements of theatres of all sizes and types. Sound Heads used in these systems include the famous Western Electric *Hydro Flutter Suppressor*.



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Westrex Amplifiers, from 15 to 100 watts, are mounted in attractive floor-type cabinets and are designed for flexibility in arrangement.

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713B HIGH FREQUENCY UNIT

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VOL. 66. NO. 115 NEW YORK, U. S. A., THURSDAY, DECEMBER 15, 1949 TEN CENTS

COMPO May Establish N. Y. Headquarters

Cheered By Progress at Meet, Conferees Pleased

Headquarters of the new Conference of Motion Picture Organizations, and of the industry library of information, one of COMPO's projected operations, will be established in New York if the plans advanced at the Washington meetings this week are approved by the participating organizations.

The New York headquarters will be in charge of a full-time, paid executive vice-president of COMPO. The chief officer will serve under COMPO's president, who will be elected from the industry but who will not serve as a full-time COMPO executive and will not receive a salary. Officers will be answerable to a board of directors of 20, two to be

(*Continued on page 3*)

'B' Pool Row May Go To British Gov't

Dispute among U. S. film companies regarding operation of the controversial 'B' pool under the Anglo-American films and monetary agreement might be placed in the hands of the British government, according to reports here.

The subject was taken up yesterday

(*Continued on page 4*)

US to Seek Data On 'Jolson' Case

Washington, Dec. 14. — The Justice Department will shortly ask Columbia for its side of the "Jolson Sings Again" case, it was learned here today.

While top Justice officials have already thrown considerable cold water on exhibitor hopes for government action against the distributor, because of exhibitor complaints over "Jolson" sales policies, it is understood that the Department will nevertheless go through the motions of "getting all the facts" on the complaints and to write Columbia for its views on the matter.

Distributors Collect COMPO Donations

Exhibitors who volunteer to contribute to the support of the proposed Council of Motion Picture Organizations will be billed for the contributions by distributors when bills for film rentals are made out, according to present COMPO financing plans.

Contributions are at the rate of 10 cents for each $100 of film rental. Thus, a distributor billing an exhibitor for a film rental in that amount would add 10 cents to the bill. Distributors agree to match all such collections, thus the amount accruing to COMPO would be 20 cents on each $100 of film rental. With gross rentals estimated at $300,000 annually, a 100 per cent collection would provide $600,000 a year for COMPO.

RKO Sets 28 For Drive

Release of 28 pictures during the 26 weeks of the Ned E. Depinet Drive was announced here yesterday at RKO Radio's drive meeting, presided over by Charles Boasberg, North-South division sales manager. The drive period starts on Dec. 23 and runs to June 22.

Len Gruenberg, Metropolitan district manager, pledged that the exchange would be a contender for a prize position. Phil Hodes, branch manager, was unable to attend because of illness. Others present were Carl Peppercorn, Boasberg's assistant, and Milton Yeoman, John Dacey, Charles Penser, Lou Kutinsky, Bill Hartman, Jean Slade, Dorothy Post, Irvin Levinson, Bob Schmalzbach, Charles Raffaniello, Harry Reiners and Herman Silverman.

Wilson Adamant On British Tax Relief

LONDON, Dec. 14.—Harold Wilson, president of the Board of Trade, gave the film industry no hope of tax relief while discussing the "state of the industry" before the House of Commons today. He did imply willingness to grant a subsidy if the industry "put its own house in order." The government has "broad agreement" with the Plant report, he said.

Two M. P.'s, one a Conservative and the other Labor's Tom O'Brien, insisted on the need for relief from the 40 per cent entertainment tax.

WARNERS, U. S. IN ACCORD ON DECREE

Eagle-Lion Will be 'In the Black' by Feb. 15: Heineman

Eagle-Lion will be operating "in the black" by Feb. 15 and "from all indications," will be "out of the red thereafter," it was predicted yesterday by company distribution vice-president William J. Heineman in a press interview held in conjunction with the final session of the three-day E-L regional sales parley at the Hotel Warwick here.

Heineman said that with 65 or more independently-produced pictures slated for release in 1950, he has set a tentative weekly grossing quota for E-L nationally of $400,000, but hastened to add that he "would settle for less." He forecast that the Golden-Wrather production about the Cardinal Mindszenty trial, "Guilty of Treason," would gross $500,000 in its first week of "saturation bookings" slated for the New England area beginning possibly Feb. 8.

Thereafter, Heineman said, the

(*Continued on page 4*)

Skouras Says Film Grosses Off Abroad

HOLLYWOOD, Dec. 14.—Charles Skouras, who returned here today from a six-week air tour of Europe, told the press that theatre business, except for Italy, is off 10 to 15 per cent despite the fact more people are going to theatres than before.

Italy is an exception, the National Theatres president said, because of its faster recovery, both industrially and in morale. Due to restrictions on the

(*Continued on page 3*)

Referee Appointed For Brandt Case

New York Supreme Court Justice Edgar J. Nathan, Jr., has appointed Robert H. Schaeffer as referee to direct and superintend the discovery and inspection of all books and records of the Brandt Theatres Circuit and the 120-odd other theatre defendants named in the percentage action filed by Paramount.

The Paramount action, alleging fraud in the reporting of percentage pictures, stipulated damages totalling $563,265.

Only Few Details Hold Up Final Divorcement Pact; Expected by Jan. 1

WASHINGTON, Dec. 14.—Warner Brothers and the government have reached agreement on all major details of a proposed consent decree, and hope to have the decree signed, sealed and delivered before the first of the year, it was reliably learned here today.

Attorneys for the film company have been meeting with Justice Department anti-trust division lawyers almost daily for the last few weeks, and it was understood that all major problems have now been resolved and that all that remains is to clean up a few final details.

If the decree is not formally signed

(*Continued on page 4*)

D. of J. Sees No Need Of New FWC Suit

WASHINGTON, Dec. 14.—A reliable industry official declared here today that he has been given to understand that the Justice Department does not see the need for a new suit against Fox West Coast Theatres, as requested by the Society of Independent Motion Picture Producers.

The Department feeling is reported as being that any practices which Fox West Coast engages in and which might be considered illegal can be taken care of in the decree in the Paramount New York case, especially if the case should be settled by a consent decree, it was said.

20th-Fox to Get Short Split-up Extension

Washington, Dec. 14.—A Justice Department spokesman admitted here today that the Department will agree to "short extensions" of time for 20th-Fox to dispose of some of the partnerships which it has not yet disposed of by the Dec. 17 deadline. Stipulations will probably be put before the New York Court either Friday or Monday, since the 17th is Saturday.

Personal Mention

WILLIAM C. MacMILLEN, executive vice-president of Eagle-Lion, is due to return to New York tomorrow from Chicago.

•

DAVE EPSTEIN, public relations and publicity counselor, and MRS. EPSTEIN, left Hollywood by train yesterday for New York. They will be joined here by their children, PATRICIA and ROBERT, who will leave the Coast tomorrow by plane.

•

WILLIAM PINE and WILLIAM THOMAS, Paramount producers, will attend a luncheon for exhibitors at Omaha's Blackstone Hotel today.

•

MAURICE A. BERGMAN, Universal-International's home office executive, has returned to his office after a recent operation.

•

AL HORWITS, Universal-International's studio publicity director, returned to California last night following a series of meetings here.

•

N. PETER RATHVON, head of Motion Picture Capital Corp., has left New York for the Coast.

Geo. H. Peters Quits Canadian Odeon Post

TORONTO, Dec. 14.—George H. Peters resigned today as vice-president and director of Odeon Theatres, Canada, to go into another line of business. Peters started as personal secretary to N. L. Nathanson, late president of Canadian Odeon, and became assistant to the secretary-treasurer, the late Tom Bragg. Later he was appointed to the board.

Withdrawal from the industry has compelled Peters to resign as vice-president of the Motion Picture Theatres Association of Ontario. He was secretary-treasurer of the national committee of the Motion Picture Exhibitors Association of Canada.

P. I. Restricts Flow Of Film Remittances

WASHINGTON, Dec. 14.—The Philippine Government has imposed currency exchange restrictions on film-earning remittances, according to word reaching here from Manila.

It is understood that the measure is a temporary one pending establishment by the Philippine government of new monetary regulations of a general nature. The Philippines, like many other countries, is gripped by a dollar shortage.

Raft in 2nd for Kaufman

HOLLYWOOD, Dec. 14.—George Raft will be co-producer as well as the star of "Montmartre," second picture on Joe Kaufman Productions' schedule, to be filmed in Paris with Joe Newman directing. The production follows "I'll Get You for This," also a Raft vehicle, on the new company's list. Kaufman plans a trip to Europe, sailing from New York on Dec. 26.

Casanave Gets Three For M. P. Sales Corp.

Charles L. Casanave, Motion Pictures Sales Corp. executive, who returned here this week from a five weeks' trip to Europe, reports that while in Rome he closed with Albert Salvatore for MPSC to handle worldwide distribution of three pictures which Salvatore will make abroad. All will be in English and all will be cast with American stars and players, supplemented by foreign names.

For the first, Lewis Milestone is being talked to about the directorial assignment. It will be made in Egypt. The second, "The Law of the Land," will be based on a story of the "Mafia," to be produced with the cooperation of the "Mafia," in Sicily, Rome and other parts of Italy.

Rank Co-Production Deals Still Pend

Pending joint production deals between J. Arthur Rank and Paramount, RKO Radio and Columbia, individually, have yet to be finalized, it was reported here yesterday by Robert Benjamin, president of the American Rank Organization, following the return to London of Rank managing director John Davis.

Benjamin described Davis' two-week visit here as typical of his periodic trips to the U. S. and Canada. G. I. Woodham-Smith, Rank general counsel, who came here for the recent Universal board meeting, is scheduled to return to England tomorrow aboard the *S. S. Queen Mary*, Benjamin said, adding that Rank himself is scheduled to make his annual visit to the U. S. next April.

Fill Bleachers for 'Iwo Jima' Premiere

SAN FRANCISCO, Dec. 14.—Spectators filled specially-erected bleachers to view the parade which preceded the world premiere of Republic's "Sands of Iwo Jima" at the Fox Theatre here tonight. Among those attending were Gov. Earl Warren, Mayor Elmer Robinson, officers from every branch of the armed services; Herbert J. Yates, Republic president; James R. Grainger, sales vice-president; Robert V. Newman, studio executive; Edmund Grainger and Allan Dwan, associate producer and director of the film, and members of the cast.

Janney Sues Lasky, RKO

Jesse L. Lasky Production and RKO Radio have been named defendants in a suit for $41,666 filed in New York Supreme Court by author Russell Janney, who alleges that the amount, representing the third and last payment for the purchase of his book, "Miracle of the Bells," has not been made. Action asserts the due date of the payment was Jan. 15, 1949. RKO Radio has filed a general denial of charges against it, claiming the payment was to have been paid by Lasky alone. "Miracle" was produced as a film by Lasky and distributed by RKO Radio.

SAG Sets TV Talks In Chicago, Detroit

HOLLYWOOD, Dec. 14.—Ken Thomson and William Berger, who represented the Screen Actors Guild in negotiations with television film producers in New York, will hold similar meetings with television film producers in Detroit and Chicago before returning to Hollywood. Wages and working conditions will be discussed under the reopening clause in the SAG basic agreement contract with all film producers in America, signed in 1948.

2 British Financiers Join Odeon Board

LONDON, Dec. 14.—Col. Archibald Christie, director of a number of important investment trusts in England, and E. Ronald Crammond, director of National Canning, Ltd., chairman of the English National Investment Trust and already director of various Rank companies, have joined the board of directors of Odeon Theatres, Ltd., J. Arthur Rank announced here today.

Lasky Signs with M-G-M

HOLLYWOOD, Dec. 14.—Jesse Lasky has been signed by M-G-M to act as associate producer with Joe Pasternak on "Life of Caruso," Technicolor production starring Mario Lanza in the title role.

Drive-in Association Is Now in 20 States

Philadelphia, Dec. 14.—The comparatively new National Association of Drive-in Theatres, of which James A. Sutton is interim secretary, in its move to become national already has established memberships in some 20 states and expects to shortly announce affiliations with several state drive-in associations, including the Pittsburgh organization with its 40 drive-ins.

20th-Fox 1950 Plans Up at Buffalo Meet

Sales executives of 20th Century-Fox's Empire State division will gather at the Buffalo branch on Monday to discuss distribution plans for 1950. The conference has been called by Martin Moskowitz, division sales manager, who will preside.

MOT Press Reception

March of Time held a reception for the press and others here yesterday at which time its latest release, "A Chance to Live" was screened. Marjorie Harker, MOT press liaison, was hostess.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Community Tieups Good Promotions, 20th-Fox Reports

Direct result of the emphasis on community good will in 20th Century-Fox's sales and exploitation policy is evident in the success of national and local promotions on the company's "Oh, You Beautiful Doll," the company reported here yesterday.

Begun in New York last month, the company arranged a tie-in with the *New York Journal-American* and Macy's department store to collect children's "Most Beautiful" dolls in order to distribute them to New York's underprivileged children for the holidays.

So successful was the promotion, that the idea has mushroomed throughout the country, with exhibitors making similar tie-ins for their own engagement of the picture.

Participation in community charitable activities has brought increased praise for the theatre's share in the stunt, providing at the same time strong ammunition for the industry's widespread public relations activities.

Skouras Says

(*Continued from page* 1)

construction of conventional theatres, 16mm. houses are springing up and adding to the general attendance.

American pictures are preferred everywhere, Skouras said, because of their greater entertainment content. Entertainment is the prime requirement in all cases, he said.

Skouras said his observations in London, Paris, Cairo, Athens, Rome, Jerusalem and Tel-Aviv convinced him that the threat of Communism is now something far in the past. The populations are settling down to the serious work of rebuilding their economies, he said.

Skouras, who was J. Arthur Rank's guest in England, denied that his trip was for the purpose of discussing acquisition of theatres or for other business reasons. Accompanying Skouras on his trip were Elmer C. Rhoden, president of Fox Midwest, and Frank H. Ricketson, president of Fox Intermountain.

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YOUR HOSTS – THE FAMILY JACOBS
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A GOOD NAME TO REMEMBER FOR LABORATORY WORK • 16 mm, 35 mm
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COMPO Plans

(*Continued from page* 1)

designated by each of the 10 participating organizations.

A legal committee consisting of Abram F. Myers, Ellis Arnall and Robert J. Rubin has been designated to study organizing preliminaries, to make a report on the advisability of incorporating or not incorporating the new organization, and to suggest a charter form, if desired. Their recommendations will be presented after Feb. 20 if the charter organizations have approved the Washington meeting's proposals by then.

Myers also heads COMPO's committee on taxation which will be the first to swing into action, using a temporary financing arrangement to prepare a thorough campaign for elimination of the Federal wartime admission tax. Serving on the committee with Myers are: Oscar Doob, Jack Bryson, A. Julian Brylawski, Carter Barron, Rotus Harvey, Morton Sunshine, Art Arthur, Jay Emanuel and Marvin Faris, each representing one of the 10 participating organizations.

All Quarters Amicable

Members of the Conference Committee who met in Washington were enthused by the accomplishments of the laborious two-day meeting and encouraged by the amicable feeling which prevailed in all quarters. With the sessions confronted with such hard realities as organization, financing, activities and administration, serious differences in views could have been expected. However, the same constructive spirit which was in evidence at the initial meeting in Chicago last August prevailed throughout the Washington sessions.

There was considerable give-and-take, plenty of airing of views by any and all who wished to be heard, the participants reported. There was no railroading of resolutions but, rather, thorough discussion of all sides of questions before the meeting prior to the taking of a vote. Ned E. Depinet was once again warmly commended on all sides for his chairmanship of the Washington meeting, as he had been after the Chicago meeting.

The feeling of the conferees was that a great deal had been accomplished in the meetings that started at 10:30 Monday morning, continued to one A.M. that night, resumed the next morning at 10:00 and adjourned for luncheon with informal group meetings on Tuesday afternoon.

Next Meeting Not Set

The date for the next meeting has not been set and may not be until after the Feb. 20 schedule for ratification by individual organizations of the Washington meeting's proposals. If the ratifications are received, as expected, the next meeting will proceed with the formal organization of COMPO and the present Conference Committee will go out of existence.

Depinet will continue as chairman of the present organization until then. He is chairman of the finance committee for COMPO in addition and will name the members who will serve on that committee with him within the next few days.

All decisions of the board of the new organization will be by unanimous vote of those present at meetings. It has been decided that seven will constitute a legal quorum for such meetings.

Arrangements for carrying out specific COMPO projects will be furthered at the next meeting to be held in late February or early March.

Wallace Blankenship
– Blankenship Theatres –
says:
"Cecil B. DeMille's
Samson AND Delilah
Color by Technicolor
is the finest picture DeMille has ever made. It will clean up."

IT'S THE Paramount EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH

E-L 'Dividend Plan' Set for 1950 Sales

Eagle-Lion district managers, branch managers, salesmen, exchange office managers, bookers and assistant bookers have been declared eligible for extra compensation under a company "dividend plan," which sets up "group quotas" of pictures, with payments to be made on "an accumulative collection basis."

Dividends will be five per cent "of all monies collected" between Nov., 1949, and Dec., 1950. One district manager and one branch manager will be awarded trips to England in the summer of 1951 as grand prizes.

E-L, Heineman

(*Continued from page* 1)

"saturation" policy will be followed all across the country, with as many as 600 prints to be made available if necessary. Cincinnati area openings will follow New England on or about Feb. 15. Extensive radio, newspaper and trade paper advertising programs are being scheduled, it was disclosed jointly by Heineman and advertising-publicity director Leon Brandt.

Heineman said the company will have 23 pictures of "A" classification next year, "10 or 11 of which would rate top drawer." The "top drawer" pictures will be sold on percentage, and among them will be "Guilty," Heineman indicated. The rest of the E-L 1950 offerings will be sold on flat rental.

On the subject of cooperative advertising, the distribution executive said that on "top" product "we will spend liberally with the amount to be determined by the quality of the picture, and with the pattern for the future to be cut from results demonstrated."

$1,750,000 in Film Rentals From 'Red Shoes' in U. S. in 14 Months

Since Oct., 1948, when it opened in New York, Washington and Philadelphia, "The Red Shoes," Rank production being released in the U. S. by Eagle-Lion, has brought film rentals totalling $1,750,000 in less than 400 American theatres on a "road show" basis, it was revealed here yesterday by William J. Heineman, E-L distribution vice-president. A "substantial" portion of the amount is J. Arthur Rank's share, he said.

E-L will release approximately 12 Rank pictures during 1950, Heineman reported, explaining the Rank product system now in operation for E-L and Universal-International is as follows: Rank sets up lists and designates the pictures that are to go in the "splits." Rank tries to "balance" the quality of designations, and both E-L and U-I can reject pictures. Rank makes no attempt to "force" either company to sell product "against the U. S. market," Heineman added.

'B' Pool Row

(*Continued from page* 1)

by company presidents and Eric A. Johnston, president of the Motion Picture Association of America, but a statement following the meeting was limited to the fact that the matter was discussed.

Queried about the report of turning over the controversy to the British, Nate J. Blumberg, president of Universal, which is principally involved, refused to comment, saying a statement would have to come from Johnston. Efforts to reach the latter were unsuccessful.

The monetary agreement in question provides that U. S. companies are allowed to remit $17,000,000 of their earnings in England in addition to an amount equal to the dollar earnings of British pictures in the U. S. and the Philippines. That second fund is the 'B' pool. However, this virtually became non-existent when Universal and Eagle-Lion purchased with their blocked sterling the distribution rights to "Hamlet," "The Red Shoes" and "Quartet" from J. Arthur Rank. This meant that there would be no American dollars going to England for the three films which represent the major portion of money-making British product here.

Report Arbitraton Refused

Company presidents turned the matter over to their individual attorneys to settle and the suggestion subsequently was made that it be submitted to arbitration. Universal and E-L, however, reportedly, refused on the grounds there was nothing to arbitrate, that they committed no violation of the agreement.

Re-negotiation of the overall pact with the British also was discussed at yesterday's session, according to the MPAA statement, but there were no details on whether a specific committee was appointed or on a time for the meeting with the British. The MPAA negotiating group will be accompanied by Ellis Arnall, president of the Society of Independent Motion Picture Producers, and James Mulvey, president of Samuel Goldwyn Productions, in behalf of independent producers.

Meanwhile, there have been reports that a lowering of the British screen time quota of 40 per cent for native product is being considered by both the Americans and the British but with the latter to insist on continuing the remittable earnings at the $17,000,000 level.

Warner, US Accord

(*Continued from page* 1)

by the end of the year, it is almost certain to be signed in time for presentation to the U. S. District Court in New York by Jan. 17, the date for final argument in the Paramount New York case.

Top Justice Department officials and Warner officials refused to comment on details of the agreement. Presumably, however, the Department would demand at least divorcement and some divestiture, with the possibility that Warners would be permitted to retain some showcases.

Meanwhile, it appears there will be no further consent decree talks between the Justice Department and 20th Century-Fox until the Warner decree is disposed of. The company has made a proposal and is awaiting Justice Department reaction. The Department will probably hold this up until Warner negotiations end.

Mrs. Belle Ashmann

Services will be held today at Westminster Chapel in Brooklyn for Belle Ashmann, 69, mother of Maurey Ashmann, field executive of Interboro Theatre Circuit, who died here yesterday. Interment will be at Mt. Lebanon, Brooklyn.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 116 NEW YORK, U. S. A., FRIDAY, DECEMBER 16, 1949 TEN CENTS

Chicago to Bid On 1st Runs In Para. Plan

Divide Territory in Zones For Subsequent Runs

By JIMMY ASCHER

CHICAGO, Dec. 15. — Paramount oday announced a new bidding nd zoning system for the Chicago erritory, Gary, Hammond and uburbs, which goes into effect on Jan. when Paramount separates from Balaban and Katz under the consent lecree.

Under the new plan, all theatres within the Loop will be eligible to bid for product, but only one first run will be granted.

Paramount has divided the Chicago erritory into 16 districts, each having compass and numerical designation. Bids have been sent out already for "The Great Lover," which initiates he plan for the outlying theatres.

"The Heiress" will initiate the

(*Continued on page 9*)

MOT Features Set; 2-Reelers Cut to 8

Demands of a new program of feaure documentary production have ompelled March of Time to cut the roduction of its two-reel subjects in 950, a spokesman reported here yeserday. Eight rather than the usual 3 two-reelers will be turned out next ear.

The spokesman disclosed that MOT vill produce one or two feature-length ilms in 1950. Richard deRochemont vill be the producer. It was said that

(*Continued on page 9*)

Successor to Kamen Up to Disney Board

Scheduled to return to Hollywood oday after a week's visit here, Gunher Lessing, vice-president and genral counsel of Walt Disney Producions, reported yesterday that naming of a new licensee, if any, to succeed he late Kay Kamen in the handling of commercial products will be done by the company's board at a meeting on the Coast "in the near future." Lessing said he expects a board neeting will be held shortly after his arrival in Hollywood, next week.

Kamen and his wife were two of several who were killed in a plane crash aoout a month ago.

Lust Tells How To Up Grosses

WASHINGTON, Dec. 15.—Veteran exhibitor Sidney Lust said here today that he has forwarded to Hollywood, through 20th Century-Fox director Henry King, some pointed suggestions on how to bolster the box-office. Lust said he gave King his ideas while the director was in Washington recently.

One suggestion, Lust said, was that exploitation men should devote more time and effort to neighborhood theatres and not spend so much time and

(*Continued on page 9*)

Group Sales, Dates Guaranteed by E-L

CHICAGO, Dec. 15.—William J. Heineman, distribution vice-president of Eagle-Lion, today told an E-L regional convention here that the company will sell in groups with absolute delivery dates guaranteed and with exhibitors getting a 20 per cent cancellation privilege. The three-day meeting at the Blackstone Hotel got underway with 80 persons in attendance, including district and branch managers and salesmen from Southern, Western and Midwest districts.

Heineman again offered the same optimistic outlook for the company as he did at a press conference following the three-day meeting in New York earlier this week.

Today's session also was addressed by William MacMillan, executive vice-president; Carl Krueger, producer of

(*Continued on page 10*)

See Hot Contest in Berger, Rembusch Bid for Allied Post

MINNEAPOLIS, Dec. 15. — The presidency of national Allied is the prize for which a hot contest is expected to be waged between now and the election at the national Allied board meeting, Feb. 8-10 in Washington, by the forces of Trueman T. Rembusch of Shelbyville, Ind., and Benjamin Berger, Minneapolis. The latter heads the Minnesota, North and South Dakota Allied unit, and Rembusch the Indiana Allied unit.

The old guard of Allied has reportedly been laying the groundwork for some time to have Rembusch named to succeed William L. Ainsworth as

(*Continued on page 8*)

To Elect Paramount Officers Next Week

Paramount president Barney Balaban and vice-presidents Y. Frank Freeman, Paul Raibourn, A. W. Schwalberg, Henry Ginsberg and Austin C. Keough are slated to be named to the same posts with the new Paramount Pictures Corp. when officers of the company are elected at a board of directors' meeting here next week.

The board will also vote on the formation of Paramount Film Distribution Co. as a subsidiary with Schwalberg nominated as president and E. K. O'Shea, vice-president.

The board of United Paramount Theatres also will meet for the election of officers shortly, with Leonard Goldenson slated for the presidency.

Paramount to Open Second Video Film Studio Here

Plans for expansion of Paramount Television Productions activities, calling for a second and larger studio in the New York Paramount Building and more extensive use of the company's camera and film-recording equipment, have been set, it is understood.

Paramount's first television studio in the Paramount Building was made ready for operation last March. Programs ranging from 15 minutes to half-an-hour are put on there and transcribed onto 35mm. film for distribution to networks. About half of the time is taken up with the staging and recording of TV commercials.

Current rates are $1,500 a day. For

(*Continued on page 9*)

Majority Say Taxes Are Unreasonable

Sixty per cent of America's wage earners are conscious of, and generally oppose, the excise and luxury taxes, including the 20 per cent Federal admission tax, according to the latest issue of the *Wage Earners Forum* of Macfadden Publications, Inc. Of those answering a forum survey, a majority consider theatre admission taxes unreasonable.

To Speed Tax Fight Ahead Of COMPO

Myers Warns An Early Start Is Important

WASHINGTON, Dec. 15.—An attempt will be made to get plans started before the end of the year for an industry-wide drive to lower the Federal admissions tax.

This was revealed by Abram F. Myers, Allied States general counsel and acting chairman of a special tax committee appointed at this week's all-industry meeting at the Shoreham Hotel, out of which arose the Council of Motion Picture Organizations.

Myers said he did not believe that work on the tax drive should wait until COMPO is formally brought into existence by ratification of the 10 charter members. Deadline for this is Feb. 20. Myers pointed out that Jan. 3 (the date when Congress re-

(*Continued on page 9*)

Experts on Excise Tax Study: Truman

KEY WEST, Fla., Dec. 15.—President Truman said today in a surprise vacation news conference that Treasury and Congressional staff experts are making studies to determine whether wartime excise taxes can be repealed. He said the two groups were working harmoniously.

The President declined to say whether he will ask new taxes of Congress in his forthcoming budget message. However, he said it was always his aim to balance the budget.

Irwin for Canada Film Board Post

TORONTO, Dec. 15.—W. Arthur Irwin, editor of a Toronto magazine, is slated to replace Ross McLean as Commiscioner of the Canadian government's National Film Board in January at a reported salary of $15,000 per year, it is understood. Whether or not McLean would remain in the government service was not known.

The change came after criticism of National Film Board operations in the recent session of Parliament and the disclosure that personnel of the Board was being screened by the Royal Canadian Mounted Police on their loyalty. McLean himself was not named

(*Continued on page 9*)

Personal Mention

G. I. WOODHAM-SMITH, director of J. Arthur Rank companies, will leave here for London tomorrow on the *Queen Mary*.

•

DORENE SCHINE, daughter of LOUIS W. SCHINE, Schine circuit executive, and MRS. SCHINE, was married last night at the Waldorf-Astoria Hotel here to Ross HAROLD HIGIER. The couple will make their home at Gloversville, N. Y., after a wedding trip to Europe.

•

PHILIP S. LEWIS, president of the American Trading Association, has left New York for Holland. He will cover most of the European countries from whence he will go to Israel and the remaining Middle East, returning to New York within three months.

•

KAY HARRISON, Technicolor, Ltd., managing director, and MRS. HARRISON, and HENRY HENIGSON, M-G-M unit business manager, arrived here yesterday from London on the *S. S. Queen Mary*.

•

DAVID O. SELZNICK and JENNIFER JONES (MRS. SELZNICK) are scheduled to arrive here tomorrow by plane from Europe.

•

MAURICE GOLDSTEIN, Monogram and Allied Artists sales manager, has arrived in Hollywood from New York.

•

MICHAEL POWELL, British producer, is due to arrive here today by plane from London.

•

PAUL HOERBIGER, Austrian film star, arrived here yesterday by plane from Vienna.

•

BEN THAU, M-G-M studio executive, has returned to Hollywood from the East.

Goelet, F-C Setting Distribution Deal

In a last minute switch, Film Classics now is almost set as distributor of "Rapture," which was produced in Italy by Robert Goelet, Jr., whose father, prominent real estate operator, provided the financing. The releasing deal is now being finalized for the film which stars Glenn Langan, Elsy Albiin (Swedish star) and Lorraine Miller. A releasing deal with United Artists which looked like a certainty earlier collapsed this week.

Loew's Host to Orphans

Loew's Theatres in conjunction with the *Brooklyn Eagle* will give a Christmas party for the children of various Brooklyn orphanages on Friday morning, Dec. 23, at the Kings Theatre in Brooklyn. Some 2,000 youngsters and supervisors will attend. In addition to the screen show every child will receive a toy and bag of Christmas candy. Eddie Dowden, Loew's publicity department, is handling details.

Insider's Outlook

By RED KANN

WHY did independent Bob Wilby, along with partner Mike Kincey, sell out to Paramount and agree to change over from a partnership to an employee status? It is an interesting inside story. Here's how it might have been told if Wilby were telling, which he isn't. But enough of his approach is available from intimates to allow this as an accurate size-up:

About one-third of the theatres operated by Wilby-Kincey out of Atlanta belonged to Paramount. No matter what Bob and Mike did, they could not have retained their operation, nor relationships with the people who operated them.

The tax laws being what they are, Wilby and Kincey, at their age, would not—or could not undertake to buy Paramount's interest.

The farthest they could have gone with Paramount would have been a split-up giving them operation of about one-third of that which they had. That would have been enough theatres, but it would have meant divorcing themselves from about two-thirds of their long-time associates in the South. It also would have cramped the future scope of activities of men like Jim Harrison, Dick Kennedy, Roy Smart and others.

The sell-out to Paramount was not exactly what Wilby and Kincey personally wanted so much as it was what they felt obligated to do because of their long association with men for whom they hold a very high regard.

Wilby's personal preference, which he did not follow and probably never intended to anyway, runs something like this: "I wanted to be a little independent, as mean as hell, and aspire to be president of Allied."

■ ■

Unless Allied and TOA can deliver proof to substantiate their allegations that Columbia has forced advanced admissions on "Jolson Sings Again," the tumult is over. The position of the Department of Justice, via Assistant Attorney General Bergson, is that a distributor enjoys complete immunity on price provided he does not try to fix the admission. This stands, Bergson maintains, even in the event the distributor's terms compel a boost in the exhibitor's price. Interesting quote: "When a distributor asks terms . . . he is putting a value on his own product. I cannot see anything illegal in that. The exhibitor does not have to take the picture. If the distributor wants to price himself out of the market, that is his worry, not ours."

■ ■

There's Still Hope Department: Television Broadcasters Association finds TV is slipping as a competitor to motion pictures. Six months ago 81 per cent of opinion tallied in a survey reported a diminishing attendance after acquiring television sets. Now it's only 71 per cent. Without indicating how often they go to films, 25 per cent noted TV hadn't made any difference; that their frequency of attendance was unchanged.

■ ■

Leo F. Wolcott, chairman of the board of Allied of Iowa and Nebraska, makes a point which defies rebuttal. His point, also his italics:

"Trade paper ads in which distributors claim sky-high grosses for current pictures playing in large cities *without* mentioning the added attractions such as top name bands, etc., are flagrantly *dishonest*. Do we *have* to stoop to this?"

■ ■

"Employes, except those under contract on the once 1,700-strong staff of the Denham Studios, were told the J. Arthur Rank Organization would not need their services after Dec. 23."—Reuters dispatch from London in the New York *Times*.

Merry Christmas to you, too, Mr. Rank.

■ ■

"We must not lose sight of the fact that there are no bad pictures," H. M. Richey to the Independent Theatre Owners of Wisconsin at their annual meeting.

Aside to Richey: Where do you buy your rose-colored glasses?

■ ■

Hear about that big Broadway first-run that did a shocking $2,000 gross the other day?

■ ■

Your observer didn't recognize Broadway the other night. It was so quiet nobody shoved him.

Col. 13-Week Net: $337,000

A net profit of $337,000, after taxes of $216,000, was reported here yesterday by Columbia for the 13-week period ended Sept. 24. This compares with a net loss of $23,000 reported for the corresponding period in 1948. Operating profit for this year's period was $553,000, before taxes.

On the basis of 654,311 shares of common stock which were outstanding at the end of the period, comparative earnings, after preferred stock dividends, were reported as equivalent to 40 cents per share.

Foreign Heads Meet On European Mart

A Motion Picture Export Association meeting of film companies' foreign managers was held here yesterday for discussion of "a number of problems in European countries." Motion Picture Association of America international department chief John McCarthy presided.

Burma Levies New Film Tax

WASHINGTON, Dec. 15.—The State Department reported today that it has been informed that Burma has levied a new film tax which the Motion Picture Association of America may protest.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Paramount presents
BOB HOPE
RHONDA FLEMING
"The Great Lover"
IN PERSON
CLAUDE THORNHILL
and his Orchestra
NANCY CLAYTON · RUSS McINTYRE
REO BUTTONS
THE ACROBAMANIACS
Extra
SARAH VAUGHAN
PARAMOUNT TIMES SQUARE
MIDNIGHT FEATURE NIGHTLY

NOW!
"Pinky"
Produced by DARRYL F. ZANUCK
Directed by ELIA KAZAN
Starring
JEANNE CRAIN
ETHEL BARRYMORE
ETHEL WATERS
WILLIAM LUNDIGAN
RIVOLI B'WAY AT 49 ST.
20th Century-Fox

William POWELL · Mark STEVENS · Betsy DRAKE
in
"DANCING IN THE DARK"
A 20th Century-Fox Picture - Technicolor
— On Stage —
MINDY CARSON · CHANDRA KALY
and his Dancers
ROXY 7th Ave. & 50th St.

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"AND WHAT DO I GET FOR CHRISTMAS?"

"YOU GET TRAFFIC JAMS BECAUSE BROADWAY IS PACKED WITH M·G·M HOLIDAY HITS!"

ASTOR

M-G-M is here!

"BATTLEGROUND"

Continues to break all Astor records in 2nd Big Month! Special pre-release engagements terrific in Los Angeles at Egyptian and State Theatres. The most praised picture of the year!

CAPITOL

M-G-M is here!

"ADAM'S RIB"

Topping M-G-M's Biggest throughout the nation. Hailed by Winchell; Picture of the Month in Look; Louella Parsons' "Comedy of the Month" in Cosmopolitan. It follows "Red Danube" at Capitol for Xmas clean-up!

MUSIC HALL

M-G-M is here!

"ON THE TOWN"

Starts at record-breaking pace with press raves! M-G-M makes the industry's Big Technicolor Musicals (*"Take Me Out To The Ball Game", "In The Good Old Summertime", "Barkleys of Broadway"* and now *"On The Town"*).

MAYFAIR

M-G-M is here!

"INTRUDER IN THE DUST"

The only picture in years to win an editorial in The N. Y. Times. Life Magazine's "Movie of the Week," Look Magazine's ditto. "It's terrific," says Louella Parsons.

STATE

M-G-M is here!

"EAST SIDE, WEST SIDE"

In line with its policy to book only top attractions at the State, M-G-M presents World Premiere of this brilliant All-Star drama based on the best-seller by the author of "Valley of Decision."

EVERYWHERE

M-G-M is here, too!

"IT'S AN M-G-M CHRISTMAS!"

Watch "Ambush," a great M-G-M Western booked in 20 cities for Xmas. And from M-G-M's West Coast Studios comes the happiest news in years! Preview after preview proves that M-G-M's "Nifty in 1950!"

Schwalberg Expects 1,500 January Dates for 'Heiress'

More than 300 key-city engagements have already been set nationally for William Wyler's "The Heiress" for early January, according to A. W. Schwalberg, Paramount's sales vice-president. Exhibitor interest in securing early playdates has stirred up record activity in the distribution department and will result in bringing "The Heiress" to approximately 1,500 theatres in the U. S. during the first month of the year, Paramount stated yesterday.

Engagements scheduled for January will be launched with the second largest cooperative advertising campaign in Paramount history, topped only by Cecil B. DeMille's "Samson and Delilah," Max E. Youngstein, director of advertising-publicity, revealed.

"The Heiress," which enters general release on Dec. 28, is currently in its ninth week at the Carthay Circle in Los Angeles, its fourth at the St. Francis Theatre in San Francisco, and has completed a five-week world premiere engagement at Radio City Music Hall in New York.

Gevaert Operations Are Back to Normal

Rene Aerts, general sales manager of the Gevaert Company of America, New York, distributors of Gevaert motion picture film and other products in the United States, reported here yesterday that the main plant of Gevaert in Belgium has resumed full scale operations upon completion of a post-war reconstruction program. Renewed activity has made possible a complete reorganization of the company's distribution set-up in this country, under the immediate supervision of Harry Dombroff, sales manager, it was said. Distributors are being appointed to cover all sections of the U. S., according to Aerts.

Aerts said: "We are planning an intensive merchandising and advertising drive to restore the Gevaert name in this market."

Talent Lined Up for AMPA's Yule Feast

The Associated Motion Picture Advertisers' annual Christmas party at Town Hall on Wednesday, Dec. 21, will feature a bevy of celebrities, among them:

Tex (McCrary) and Jinx (Falkenburg), commentators and columnists, who will "MC"; and Boris Karloff, Faye Emerson, Dennis Darcel, Harriet Frohman, Mercedes McCambridge and Bernard Frank. Scores of door prizes will be awarded. Harry K. McWilliams is party chairman and George Ettinger heads the entertainment committee.

Loew's Aids 'TB' Fund

Loew's Theatres in Brooklyn are cooperating with the Tuberculosis and Health Association in selecting "Miss Christmas Seal of 1949," an annual event in Loew's one-night vaudeville stands. Preliminaries are now being held in Loew's neighborhood theatres and finals will take place at the Melba next week. Edward C. Dowden of Loew's publicity department, is directing the contests.

Reviews

"East Side, West Side"

(Metro-Goldwyn-Mayer)

AN impressive array of box-office names has been assembled for "East Side, West Side." Heading the cast of this slickly-framed drama of marriage and infidelity are Barbara Stanwyck, James Mason, Van Heflin, Ava Gardner and Cyd Charisse. Based on Marcia Davenport's popular novel of the same name, the story has undergone considerable transformation in transit to the screen, but nevertheless it emerges as attractive adult entertainment.

Miss Stanwyck is an old hand at this sort of role, for she is once again portraying a long-suffering, much-neglected wife. Mason is her husband, and although he adores her, he finds himself unable to resist the fatal fascinations of Miss Gardner, an old flame of his. It isn't long before Mason finds himself alternating between his wife's devotion and Miss Gardner's blandishments. Another romantic angle fused into the story revolves around Heflin, a writer with U. S. Intelligence who returns from overseas to his childhood sweetheart, pretty Miss Charisse. In time the romantic picture becomes considerably more involved when Heflin falls in love with the quietly-dignified Miss Stanwyck. With these emotional cross-currents at full flood, the story soon takes on the aspects of a mystery drama, as Miss Gardner is found murdered, and suspicion points to Mason. In a breezy, but somewhat improbable series of adventures, sleuth-playing Heflin finds the real killer. Mason is now free from the tangles of the law and the well-manicured claws of Miss Gardner, but at this point it is the understanding Miss Stanwyck that does the walking out.

Pervading the story is an air of sophistication and worldliness that frequently seems false and exaggerated. Mervyn LeRoy directed and Voldemar Vetluguin produced. Performances are more than satisfactory.

Running time, 108 minutes. Adult audience classification. For January release.

MANDEL HERBSTMAN

"Woman in Hiding"

(Universal-International)

THE title of this film is a classic example of understatement. Michel Kraike's throbbingly exciting production about a lady who flees her murderer husband on their wedding day was based on the *Saturday Evening Post* serial, "Fugitive from Terror," a story title that is decidedly more in keeping with the events acted out here by Ida Lupino, Howard Duff and Stephen McNally. Put "Woman in Hiding" down as a singularly taut tale of malevolence and fear. Story content, cast and production values earmark this picture as one of strong box-office appeal. Moreover, the film offers any number of exploitation possibilities.

Oscar Saul has written into his screenplay the kind of feverish anxiety that is found in troubled dreams. Touches of symbolism, which the excitement of the story itself may tend to obliterate for most who see this film, are craftily woven into the proceedings. And Michael Gordon has directed with considerable know-how. Adaptation was by Roy Huggins.

Miss Lupino is shocked into the realization on her wedding day that bridegroom McNally murdered her father in order to assure himself ownership of the victim's Southern lumber mill with the consummation of the marriage. She escapes from the honeymoon cottage in an auto, brakeless by virtue of McNally's deliberate intention to kill her too, which speeds down a mountain road and plunges into a river.

But the lady miraculously escapes death. She slips away from the scene of the accident, and is believed to have been drowned. Plagued by newspaper headlines and announcements of offers of reward for her discovery which her suspicious husband advertises, Miss Lupino flees from one Southern city to another.

Then she meets carefree ex-soldier Duff who is attracted to her, but who, in the mistaken belief that she is suffering from a mental disorder, communicates with her husband. After an unsuccessful attempt to kill her, McNally finally catches up with her again and is about to have her committed to an asylum. She escapes from McNally into Duff's arms, but is kidnapped by a pretty conspirator of McNally's (Peggy Dow). The climax comes in the recesses of the mill with maddened McNally stalking the distraught Miss Lupino up iron ladders and across cat-walks. Miss Dow becomes McNally's mistaken victim in a death push, just as Duff arrives on the scene to rescue Miss Lupino. Others in a slick cast are John Litel, Taylor Holmes, Irving Bacon, Don Beddoe and Joe Besser.

Running time, 92 minutes. General audience classification. For January release.

CHARLES L. FRANKE

'Brave' Saturated The South: Kramer

Producer Stanley Kramer revealed here last night before the annual dinner of the American Civil Liberties Union that his "Home of the Brave" (U.A.), first of the current films dealing with anti-Negro prejudice in American life, has played in every township, community, city and state throughout the South, completely without incident.

Kramer was honor guest at the dinner and was given a plaque for "Home of the Brave."

Jerry Callahan Heads Salesmen's Club

BOSTON, Dec. 15.—Jerry Callahan, Monogram salesman, has been elected president of the Motion Picture Salesmen's Club for the coming year. Other officers elected are: William Kummins, vice-president; Louis Josephs, secretary; Joseph Wolf, treasurer, and Joseph Mekelberg, sgt.-at-arms.

Serving on the board of directors are: Nat Levin, Harry Goldstein, Saul Simons, Irving Farber, Irving Mendelson, Harry Goldman and Maynard Sickles.

Griffis to Screen US Films in Argentine

Stanton Griffis, U. S. Ambassador to Argentina and chairman of Paramount's executive committee, will show American films at his Embassy residence to select guests, including President Peron, despite the Argentine government ban against entry of U. S. motion pictures, according to newspaper dispatches reaching New York yesterday. Film import permits were canceled last March.

Griffis termed U. S. films the most successful medium for spreading goodwill abroad and said he will bring the reels in by diplomatic pouch, it was stated.

William L. Jamison, Pioneer in Industry

William L. Jamison, 72, pioneer film technician who was head of the Charles E. Edison laboratory when the first feature film was processed and later became manager of the Edison studio, died last Monday at the New York Hospital from a heart ailment.

Jamison came out of retirement in 1935 to join the staff of the Museum of Modern Art Film Library at its founding and had been associated with it ever since. He was responsible for retrieving and saving many early films, including the entire list of pictures made at the old Biograph studio. During World War II, Jamison worked with the government, tracking down enemy films of propagandistic or strategic importance.

The widow and a daughter survive.

Vogel Off to London For Empire Opening

Joseph R. Vogel, vice-president of Loew's in charge of theatres, will leave here tomorrow on the *Queen Elizabeth* for London where the company's Empire Theatre is being remodeled and the policy changed from straight films to films and stage presentation. The house is being designed on the style of Radio City Music Hall here. Reopening is set for Dec. 26 and a few days after that Vogel will return to New York by plane.

150 on Hand for N.J. Allied's Steak Dinner

PASSAIC, N. J., Dec. 15.—Some 150 members and guests of Allied Theatre Owners of New Jersey gathered at the Ritz Restaurant here this evening for the organization's annual beefsteak dinner. Representatives of exhibition, distribution, equipment supply dealers, and other fields were on hand for the affair.

Wilbur Snaper, Jersey Allied president, was chairman of the event.

Dumont Lab. Sues RCA

WILMINGTON, Del., Dec. 15.—Allan B. DuMont Laboratories today challenged the validity of certain television patents owned by RCA, in a declaratory judgment suit filed in Federal Court here.

MONOGRAM GIVES YOU A BIG ONE IN COLOR TO START 1950 WITH A SUREFIRE WINNER!

Blue Grass OF Kentucky

Kentucky Derby thrills!
Action-streaked adventure!
Heart-racing romance!

A MONOGRAM PICTURE starring

BILL WILLIAMS JANE NIGH
RALPH MORGAN

with

Robert "Buzz" Henry
Russell Hicks

Produced by Jeffrey Bernerd

Directed by
William Beaudine

Screenplay by
W. Scott Darling

COLOR BY CINECOLOR

'Samson and Delilah'—Saga Of the DeMille Production

Within and without the industry there is to be heard a call for a return of production to purely visual and emotional delights afforded by pictures of an earlier era—packed full with movement, spectacle, romance, adventure, faith, courage. Such a picture, supplemented by all that is modern in production technique, is Cecil B. DeMille's forthcoming "Samson and Delilah." On these pages associates of DeMille's tell something of the origins of the production, its preparation, the skill and talents that brought it to the screen.

CECIL B. DE MILLE, who divided the Red Sea in "The Ten Commandments," staged the monumental Siege of Acre in "The Crusades," and used more than 6,000 extras for the Roman arena scene in "The Sign of the Cross," will never have a serious story problem as long as the Bible and history books remain among the "best sellers."

His formula is surprisingly simple. Find a story that will please the largest possible number of people, and the most logical places to look for such stories are on the pages of the books that are best known to the people.

DeMille has stated many times that he can make an exciting story from any 60 pages of the Bible, or any chapter of history.

The proof of the effectiveness of this formula lies with the thousands of exhibitors who have registered outstanding grosses with the 68 films that DeMille has personally produced and directed during the past 36 years. He is responsible for numerous box office successes and this record is due to a large extent to his ability to put on film the stories that appeal to the most people.

'SAMSON AND DELILAH' IS TYPICAL DE MILLE WORK

"Samson and Delilah" is a current example of how DeMille goes about making a picture that has "built-in tickets." From the very inception of the idea, some 14 years ago, DeMille knew that the production of "Samson and Delilah" offered a money-making opportunity to exhibitors. The actual transformation of the idea to film has been guided by this probability and that is why this spectacle offers a challenge to all-time box office records.

DeMille, who loves to unite strong story value and religion on the screen, found the perfect medium in the Samson story. He did not have to manufacture any of either. In full measure and overflowing, the story is in Chapter 13 to 16, Book of Judges, Old Testament.

The DeMille formula—"movies should move"—flowers in all its magnificence here. Four great battles, surging with action, dust and fire, come booming out of the DeMille execution. Woven between these epic clashes is the famed passion of Samson, foolish man from the hills, and Delilah.

The production typifies DeMille's flair for casting. Hedy Lamarr as Delilah and Victor Mature as the strong man of Gaza

C. B. DeMILLE and Walter Tyler, art director, (above) examine sketches of "Samson and Delilah" production sets. At left, DeMille instructs Victor Mature and Hedy Lamarr for climactic scene, in which the blinded Samson, aided by Delilah, prays for strength and, his prayers answered, wrecks the pagan temple.

are naturals for their roles. For more than a year he heard the people around him make varied and numerous suggestions, then calmly picked the stars. Those who said the roles couldn't be cast with any degree of satisfaction, sat back and paid wordless homage to DeMille.

DeMille had others up his sleeve—George Sanders, tailor-made for the role of the suave, literate, worldly Saran, Lord of the Philistines — Angela Lansbury, as Semadar, Samson's first love—Henry Wilcoxon, who wears armor with chesty authority, as Ahtur, Military Governor of Dan—sensitive Olive Deering as Miriam—and the silent films' stars Nils Asther, William Farnum, Julia Faye, along with the familiar faces that populate DeMille's films.

The Samson story has been rolling around in DeMille's head for years. In 1935 he hired Harold Lamb, author, to do a treatment. It was shelved when DeMille, having just completed "The Crusades," was talked out of doing another religious film. "The Plainsman," one of DeMille's best, was made instead.

His film schedule in recent years has assumed a pattern: early American history followed by a religious subject. "Unconquered," a joust with pre-Revolutionary America, preceded "Samson and Delilah," the latter the 68th film DeMille has personally produced and directed.

Two years ago DeMille no longer could resist the Samson call. Lamb's treatment was dusted off, placed squarely on DeMille's desk at the Paramount studio. The lectures began. Writers don't write for DeMille in the ordinary way. They sit and listen to DeMille. Then they retire to typewriters. The next day they return to DeMille with the nervous hope that they have down on paper what the old master wants on paper. Nine times out of 10, they must go and try again—and again.

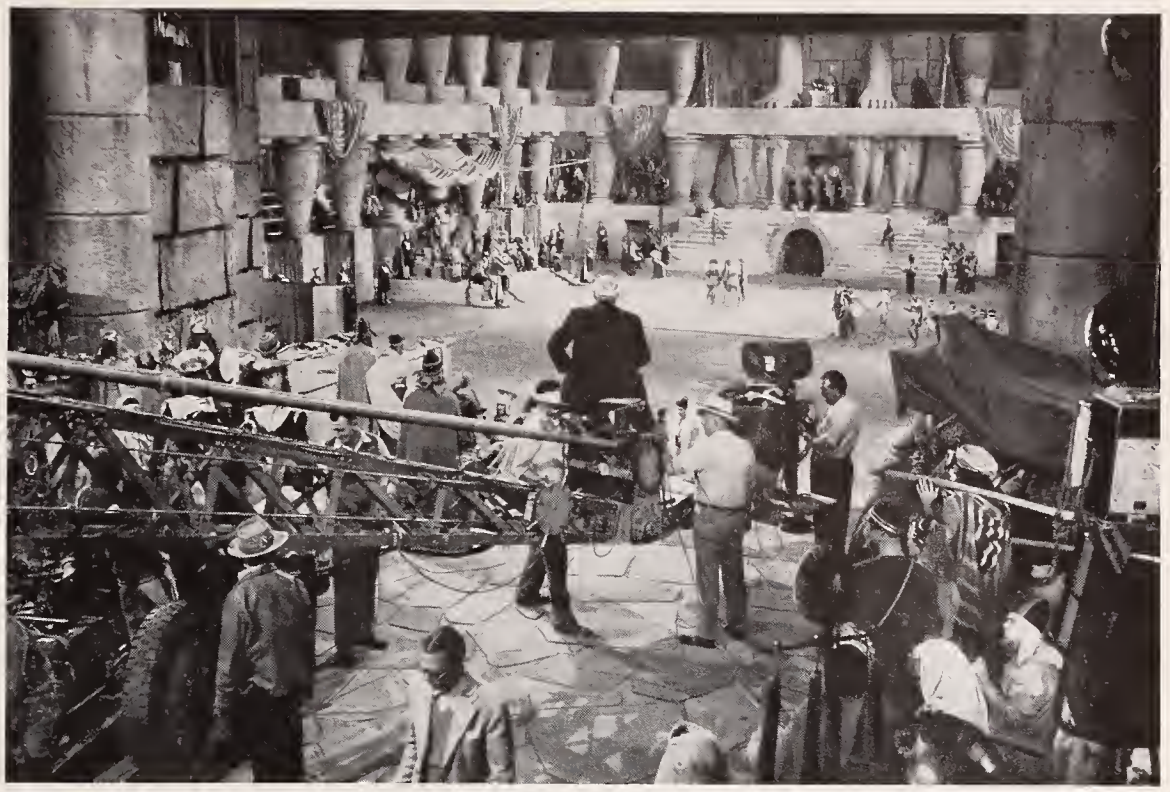
For nearly a year these lecture-to-typewriter-to-lecture sessions went on, one a day, as the script took form in slow, studied progress. Each word, sentence,

motive, emotion, nuance was analyzed, with a high degree of literary vengeance. As one writer put it grimly, "We're not writers; we're trained seals." There is no expected change in the technique. DeMille used this formula with conspicuous success for years.

"Samson and Delilah" was shot in 66 days. To bring the Technicolor epic in on time, DeMille performed something of a miracle of production, marshalling great crowds of players and overcoming unusual technical problems. In some scenes as many as 500 extras were involved. More than a week each was spent on the temple, the wedding feast and the jawbone episodes.

Key scenes in "Samson and Delilah" cried out for the DeMille touch, Samson slaying "a thousand Philistines" with the jawbone of an ass, Samson collapsing two pillars to bury his Philistine tormentors in temple ruins, Samson killing the lion, and the fearful wedding feast brawl.

The destruction-of-the-temple scene at Gaza was a DeMille specialty. He approached it with joy. Since it is the climax of the picture, DeMille determined to make it something that would shock customers out of their theatre seats.



SEATED atop the camera boom, DeMille superintends the most spectacular scene, the destruction of the temple. Nearly 1,000 extras were used in the scene, which required two sound stages and the services of 400 electricians because of the unique lighting problems involved, particularly those of record power generation.

TEMPLE DESTRUCTION SCENE REQUIRED TWO SOUND STAGES

The scene was shot in eight days. A section of the temple, fashioned after modern evidences of the pre-Christian era, occupied two sound stages, #14 and 15—one of the few times a set required the space of more than a single sound stage. Huge pillars ranged around two walls of the stages, with a portion of the god Dagon (the original Dagon towered 60 feet) reproduced for the spectacular episode.

To get authentic properties for his picture, DeMille sent a unit on a 2,000-mile trek by caravan across the desert wastes of North Africa. The unit spent two months in remote settlements filming scenic and action shots, and making substantial purchases of native fabrics and properties. The unit returned with great quantities of unusual gadgets, such as honey trays, dulcimers, shepherds' crooks, wine flagons and various primitive farm tools. What DeMille needed most was most scarce, namely, camel harness, and saddles. Reason: the Arabs warring with the Jews, had gone off with all available harness and saddles. War in the Holy Land itself prevented the DeMille unit from operating in the locale of the story, but terrain in North Africa was found to be very similar.

DE MILLE, with apparent enthusiasm and energy, prepares Henry Wilcoxon, Angela Lansbury and Victor Mature for the dramatic wedding night sequence. Close supervision of the portrayal of each role is characteristic of DeMille.

The story of the most important haircut in Biblical history is slated to be told to the world's picture-going public in the near future. There is no question but that this picture will find some of the "lost audiences" that the industry has been seeking for so long. "Samson and Delilah" bids fair to be DeMille's greatest triumph from a strictly box office standpoint. Other DeMille productions may have had the spectacle and action of "Samson and Delilah" but none have ever been released with so great potentialities.

The Paramount publicity and advertising departments under the direction of Max E. Youngstein have completed an exhaustive screening schedule for the picture. Public opinion leaders of every section of the country have seen the picture and given it their enthusiastic endorsement. Religious leaders have praised the picture from their pulpits, club leaders of every section have discussed it at membership meetings, writers have written about it, and commentators have spoken about it over the radio and before large audiences. It is estimated that the word-of-mouth resulting from the screening program alone has reached in excess of 25,000,000 people. Couple this with the effectiveness of the Henry Wilcoxon tour, the million-dollar ad campaign and the magic of the name of DeMille, and you have a picture that will prove the oft-mentioned industry claim that "Movies are your best form of entertainment."

The world premiere of "Samson and Delilah" as well as the advertising campaign which heralds it, will be on the grand scale. It will make its bow December 21 in two of Broadway's best known theatres, the Paramount and the Rivoli. It will play the former house for four weeks, the latter for a more extended engagement.

World's Attendance Listed at 230-Million

Weekly world-wide motion picture attendance is estimated at 230,000,000 for more than 80,000 theatres by the Department of Natural Sciences of the United Nations Educational, Scientific and Cultural Organization. The Department breaks down the attendance figures as follows:

North America	100,000,000
Europe (Incl. U.S.S.R.)	98,000,000
Far East	15,000,000
South America	8,000,000
Australia	2,500,000
Africa	2,000,000
Middle East	500,000
TOTAL	226,000,000

The remaining 4,000,000 patrons attend theatres in areas not included in the above areas.

Finish Israel Film

Joseph Krumgold, writer-director of "Dream No More," has returned to New York from Israel after two months, where he completed the final sequences of the picture. "Dream No More," the first full-length production to be made in the new state will have its American premiere in New York in January. Releasing arrangements were completed last week between Palestine Films, Inc., producer of the film, and Classic Pictures, Inc., which will distribute in the United States and Canada.

Review

"Give Us This Day"

(Geiger-Bronsten Prod.-Eagle-Lion)

MATURE audiences, ready to accept the sociological in their entertainment, will find much to attract and retain their interest in this film version of Pietro Di Donato's novel, "Christ in Concrete." British-made, "Give Us This Day" unfolds its story of brief joys and longer struggles against a background of one of New York's teeming tenement districts and does it with considerable strength and dramatic emphasis.

Sam Wanamaker, previously seen in "My Girl Tisa," is the Italian bricklayer. Kathleen Ryan is the girl who refuses to marry him. Lea Padovani plays the Italian girl who leaves her native country for America and Wanamaker's offer of marriage. His first deception, conditioned by lack of the economic wherewithal, is over a house she wanted and he had promised. But he puts a down payment on one which they occupy during a brief honeymoon, then returns his bride to the congested city. There, her disappointment leads to a resolve to save and scrimp until enough money is saved.

But the first and thereafter three more children are born. The depression of 1929 sets in and with each succeeding circumstance Miss Padovani's dream recedes. Their savings about exhausted, Wanamaker accepts the only job apparently available—demolition of an old and unsafe building to clear the way for a new one. He takes his workmen friends with him, but they fall out over Wanamaker's disregard for safety.

In full knowledge of what he is doing, he turns to Miss Ryan again, then to a reconciliation with his wife and his friends on the basis of a new understanding. But the old walls finally collapse resulting in falling concrete which buries him alive. For the accidental death, the wife is paid $1,000 so that the house she always wanted finally is hers. On this tragic and depressing note, the film ends.

The atmosphere of New York has been caught with fidelity. This, in itself, is a compliment to the craftsmanship of the British producers. The two principal performances are rendertd with competence and understanding and the supporting cast is well-chosen and efficient.

Edward Dmytryk, one of Hollywood's "Unfriendly Ten," directed. His work is good, but he would have enhanced his results if he had held his footage down. In two hours, "Give Us This Day" is needlessly long. Ben Barzman wrote the screenplay, from a treatment by the author of the novel and an adaptation by John Penn. Rod E. Geiger and N. A. Bronsten produced.

Running time, 120 minutes. General audience classification. For January release.

RED KANN

Berger, Rembusch

(Continued from page 1)

the association's president. He will control a solid block of conservatives with few exceptions, close observers believe, but the old guard may also face a solid block of the young progressive element of the Allied board.

Expected to be the most effective support for Berger may come from the Wisconsin unit, which last week swept young, aggressive Ben Marcus into office as president without too much opposition from the old guard which had held sway in the Wisconsin city for many years.

Use Old Formula

Rembusch supporters will campaign on the old Allied formula of "refusing to sleep in the same bed" with producer-distributors, Berger has recently shown a tendency to play ball with distributors, one of his chief aims being acceptance by national Allied of the Smith-Berger conciliation plan conceived by Berger and 20th-Fox sales chief Andy W. Smith, Jr.

The North Central Allied leader, while admitting the conciliation plan has not been a cure-all for industry trade practice abuses, has maintained that if the plan was extended to include all majors as well as 20th-Fox, and if all independent exhibitors under the Allied banner would participate in an acceptable conciliation program, there would be little need for public or court airing of industry trade problems.

Berger's campaign for support as Allied president is seen by observers as digging solidly into the grass roots, highlighted by his attack on percentage terms for smaller exhibitors.

RICHARD TODD

One of the exciting reasons why

Hasty Heart

is Warner Bros.' most raved-about hit!

"Richard Todd

GIVES THE GREATEST PERFORMANCE OF THE YEAR!"

-HEDDA HOPPER

Chicago Plans

(*Continued from page* 1)

plan for the Loop, with bidding already being open. Paramount will invite bidding from all of the theatres in the Loop for the one first run in the entire city.

They will also invite bidding from all theatres in each of the other 15 districts for the one first outlying run. For runs after the first in each district, negotiations will prevail and will be on a multiple basis. Every theatre will have the opportunity to compete for any run in its district in which it may be interested.

Paramount stipulates that some of the theatres designated for negotiation on a second or later subsequent run basis may ordinarily prefer to play on a run earlier than the one proposed. "Our designation assumes that some of these theatres may be interested in negotiation for a later run when they are not the successful licensee for an earlier run." A letter embodying the entire plan with the new zones was sent to each exhibitor in Chicago today.

To sum the plan up: One first run in the entire area will be licensed to a theatre in the Paramount district Loop. One first run will be licensed in each outlying district, giving every theatre in the district an opportunity to compete for that run. Runs beyond the first run will be on a multiple basis. Every theatre will have the opportunity to compete for any run in its district in which it may be interested.

Lust Tells How

(*Continued from page* 1)

energy on downtown "showcases." Another Lust recommendation: more producers and their representatives should visit exhibitors more often and "get the views of the men on the firing line."

Exhibitors appreciate the difficulties faced by the film companies from loss of foreign markets, Lust continued, but "they shouldn't try to get it back by selling nothing but 40 per cent pictures." Lust also told King that the industry should prevent so much scandal about stars, even if this means kicking them out of the industry. Producers should cut down expenses, he added, and concluded with the observation that there are too many reissues these days.

MOT Features Set

(*Continued from page* 1)

the space and time required for the production of MOT's commercial and television films also were factors which influenced the cutting down of the regular two-reelers.

DeRochemont's "The Golden Twenties," a documentary-type feature now in preparation, will be released in the near future, it was said. The additional disclosure was made that in consequence of the reception accorded the MOT television serial, "Crusade in Europe," the company will produce next year a serial covering the Pacific phase of World War II.

Irwin in Film Post

(*Continued from page* 1)

in connection with this checkup and probably had nothing to do with it.

McLean followed John Grierson as NFB commissioner five years ago and has had to stand the brunt of parliamentary attacks against the board in the Grierson aftermath.

8 Reissues on Chicago's Loop

CHICAGO, Dec. 15.—With distributors holding up their strong product until the current pre-Christmas slump ends, reissues are currently dominating the Loop scene, with eight playing at four first-runs, a record for this sort of booking. They are: "Without Reservations" and "Once Upon a Honeymoon" (RKO) at the Grand; "A Song to Remember" and "The Awful Truth" (Col.) at the Garrick; "Holiday Inn" and "The Lady Eve" (Para.) at the United Artists; "Goin' to Town" and "Belle of the Nineties" (Para.) at the Rialto.

Among the important product set for the Loop at the Christmas season are: "The Lady Takes a Sailor" (WB) and "The Prince of Foxes" (20th-Fox) at the State Lake; "The Great Lover" (Para.) at the Chicago; "Holiday Affair" (RKO) at the Palace; "Sands of Iwo Jima" (Rep.) at the Roosevelt; "The Inspector General" (WB) at the Woods.

McCrary Promotion On MGM's 'East Side'

For the world premiere of "East Side, West Side" next Thursday evening, at Loew's State here, 3,500 seats in the theatre will be on sale to the public at the box-office, and 1,000 tickets will be awarded by Tex and Jinx McCrary, newspaper-radio commentators, to 500 winners of a letter-writing contest explaining why the writers would like to attend the premiere. In addition, $1,000 in cash will be awarded. Details are being announced daily by Tex and Jinx in their morning broadcasts over station WNBC.

To Speed Tax Fight

(*Continued from page* 1)

turns) is not far off, "and it is highly important that we get this going immediately." He said that during the next few days he would try to line up other members of the committee for a meeting here or in New York during Christmas week. At this meeting, permanent committee officers will be chosen and some concrete plans discussed and possibly decided on.

Asked whether he thought it was legal for the committee to meet before COMPO is ratified, Myers said the tax group could work as a committee of the Continuing All-Industry Public Relations Conference.

Paramount Television

(*Continued from page* 1)

that the sponsor gets two hours of actual recording, representing about 12,000 feet of film, and a print. Paramount is said to be the only company capable of transcribing television programs onto 35mm. film sight and sound simultaneously. Its present recording equipment photographs, processes and delivers the film within 24 seconds.

Paramount cameras will feed the opening of "Samson and Delilah" to the networks on a "live" circuit when the picture has its premiere here on Dec. 21. Paramount recording equipment in Los Angeles and Chicago is performing similar functions.

George Bowser
—Fox West Coast Theatres—
says:
"Cecil B. DeMille's
Samson
AND
Delilah
Color by
Technicolor
is sensational. Should be exhibited as a road show attraction."

IT'S THE Paramount EVENT OF YOUR BOXOFFICE LIFE. WATCH FOR OTHER TRIBUTES FROM THE GREATEST SHOWMEN ON EARTH

State Att.-General Threatens New 'Bank Night' Test in Iowa

ELDORA, Ia., Dec. 15.—Iowa's Attorney-General Robert L. Larson is considering a new state test case against Bank Night, exhibitors were informed by Leo F. Wolcott, board chairman of Allied of Iowa and Nebraska, through a special bulletin.

Larson, who had previously instituted a check on theatres using Bank Night, which in the past has been held legal by the Iowa Supreme Court, pointed out in a press conference that the state is almost alone in holding the device lawful if properly conducted. He admitted that his check so far had shown all theatres in the state using Bank Night to be conducting it in the proper manner.

Legion Reviews 12; Classes Two As 'B'

Twelve additional pictures have been reviewed by the National Legion of Decency, with two receiving a "B" rating. In that category are United Artists' "Deadly Is the Female," and M-G-M's "East Side, West Side."

In Class A-I are Columbia's "Blondie's Hero" and "Frontier Outpost"; Warner Brothers' "The Inspector General" and "Montana"; and Hoffberg Production's "My Hands Are Clay." Rated A-II are Universal-International's "Bagdad" and "Undertow." United Artists' "Rapture," M-G-M's "Side Street" and Film Classics' "Pirates of Capri."

Review

"The Bicycle Thief"

(De Sica Productions—Mayer-Burstyn)

POST-WAR Rome is the locale of this dramatic, often touching and usually despairing motion picture in which a man's economic fate is linked to the possession and loss of a bicycle. It is a simple story that is told in "The Bicycle Thief," Italian-made film which has been drawing critical accolades abroad and now appears on the American scene seeking similar honors.

The story: Lamberto Maggiorani, unemployed, eventually succeeds in landing a job as a billposter. A required tool of the work is a bicycle. His wife pawns their sheets and pillow cases, thereby raising enough money to retrieve the bike he had hocked in order to feed her and their two children. On his first day, the bicycle is stolen. The remainder of the film deals with Maggiorani's frantic and desperate search, aided by Enzo Staiola, his young son, and friends, until the culprit is apprehended. But it proves to no avail. The thief's friends and neighbors defend him and, in the absence of conclusive proof, Maggiorani is licked. In desperation, he himself turns thief, steals a bicycle, is caught and beaten and then permitted to go free when the owner refuses to prosecute. Pride trampled and self-respect vanished in his own eyes as well as in the eyes of his adoring son, Maggiorani plods his despairing way homeward; his job gone and his future dark and unpredictable.

Vittorio De Sica, the producer and director—"Shoe-Shine" was his—has developed his theme with considerable power although he consumes much more footage than appears required to round out his flimsy story—actually more a vignette than anything else. His backgrounds are realistic and so, too, are his characters. There are clear suggestions of a disregard for religion which some will find objectionable. Entirely unnecessary is one sequence which carries the hunt for the thief through a brothel. This adds nothing dramatically, and can be eliminated with one snip of the scissors without interrupting the flow of the story or retarding its cumulative impact.

Performances rest almost entirely in the hands of Maggiorani, the father, and young Staiola, the son. Both are very good, but acting honors go to the boy. He does a remarkable, unaffected piece of work and is immeasurably appealing. "The Bicycle Thief" will have its principal appeal in the "art" theatres and in those cities where population of Italian extraction is heavy.

Running time, 90 minutes. Adult audience classification in its present version. Release date, not set.

RED KANN

Warner Signs Marin

HOLLYWOOD, Dec. 15.—Edwin L. Marin has been signed by Warner to a long-term directorial contract.

SHELLEY WINTERS • MACDONALD CAREY IN "SOUTH SEA SINNER"
co-starring HELENA CARTER with Luther Adler • Frank Lovejoy and Liberace
Screenplay by JOEL MALONE and OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE
Produced by MICHEL KRAIKE • A UNIVERSAL-INTERNATIONAL PICTURE

'Sneak' of 'Francis' Starts in Portland

Universal-International's series of invitational exhibitor "sneak previews" of its comedy "Francis" in 31 exchange centers and other key cities will be launched today at the Broadway Theatre in Portland, Ore.

Other dates set are the Rhodes, Atlanta, and Paramount, Denver, Dec. 19; Uptown, Kansas City, Dec. 20; Midwest, Oklahoma City, Dec. 21; Strand, Albany, N. Y., Dec. 23; Paramount, Des Moines, and Orpheum, San Francisco, Dec. 29; Dilworth, Charlotte, Dec. 30; and Lafayette, Buffalo, Jan. 9. U-I is holding the series to give exhibitors an opportunity to see the picture with an audience.

LeRoy, Zimbalist Get 'Vadis' Assignment

Mervyn LeRoy has been assigned to direct M-G-M's Technicolor "Quo Vadis," with Sam Zimbalist to produce it was announced here yesterday. Shooting on the film, which has been in preparation for three years, is scheduled for early spring in Rome at the Cinecitta Studios. Henry Henigson, business manager of the unit, has returned from a six-month stay at Rome, where he reports building of sets is underway.

LeRoy and Zimbalist will replace John Huston and Arthur Hornblow, Jr., who were originally assigned to the direction and production, respectively.

E-L Group Sales

(Continued from page 1)

"The Golden Gloves," and actor Chill Wills. Krueger said that "Gloves" will have a premiere in Chicago in February followed by 100 day-and-date bookings in Midwest cities.

Fly Italian Flowers To Hospital Fund At 'Foxes' Premiere

Marking what is said to be the largest airborne flower shipment from Europe to America, 5,000 carnations in full bloom from Terrancina, Italy, will arrive here next Wednesday as a tribute from the Italian government. The shipment will be flown by TWA express and presented to members of the United Hospital Fund for display at the organization's benefit premiere of 20th Century-Fox's "Prince of Foxes" on Thursday night, at the Roxy Theatre here.

The floral display in the theatre's lobby will be removed the day following the premiere when 1,000 of the carnations are presented to the first 1,000 female patrons to enter the Roxy, while the remainder will be distributed among the 86 member hospitals of the UHF.

The flowers are a presentation from Nicola de Pirro, government director general of entertainment for Italy, Eetore Carbi, president of Italy's largest chain of theatres, and Italo Gemini, president of the Italian Exhibitors Association.

The tribute is being made as a gesture to the charitable organization and because the 15th Century Renaissance spectacle was filmed in its entirety in numerous Italian locales as well as Terrancina from where the flowers were shipped.

Three of '10 Best' Are From 20th Century

Finalists in the annual poll conducted by Bill Leonard's radio show, "This Is New York," on CBS, finds 10 pictures leading the way for "Best of the Year," and three of them are 20th Century-Fox productions, highest-ranking producing organization on the roster.

Pictures currently showing the way for 1949 are "A Letter to Three Wives," "Pinky" and "Come to the Stable," from 20th Century-Fox and "Lost Boundaries," "Home of the Brave," "Champion," "The Heiress," "Battleground," "Quartet" and "The Window."

'Foxes' to Open House

SALT LAKE CITY, Dec. 15.—The new $350,000 Villa Theatre in Salt Lake City's suburb of Sugar House is expected to be opened in late December with 20th Century-Fox's "Prince of Foxes" the first picture on the bill. The house, owned by Joseph L. Lawrence and David K. Edwards, is the first de luxe house to be built outside downtown Salt Lake in this area.

Schine Pays Back Taxes

BUFFALO, Dec. 15.—Back taxes on the Schine-owned Hi-Art Theatre at Lockport, which had been closed for many years and recently burned, were paid to the city and county, according to Mayor F. A. Ringueberg. Lockport received $16,942 and the county $2,305, it was said.

SPG Elections Jan. 11

Screen Publicists Guild election of officers has been set for Jan. 11. A successor to Len Goldsmith, SPG business manager, who resigned recently, will not be named until after the new group of officers are elected.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	EAGLE LION	M-G-M	MONO.	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIV.-INT'L.	WARNERS	SRO
Nov. 6	(Nov. Releases) THE RECKLESS MOMENT James Mason Joan Bennett D-82 min. (Rev. 10/19/49) TOKYO JOE Humphrey Bogart D-88 min. (Rev. 10/13/49) RUSTY'S BIRTHDAY Ted Donaldson John Litel D-60 min.		THAT FORSYTE WOMAN (Color) Greer Garson Errol Flynn D-114 min. (6) (Rev. 10/24/49) BATTLEGROUND Van Johnson John Hodiak D-118 min. (Rev. 9/28/49) ADAM'S RIB Spencer Tracy Katharine Hepburn C—101 (7) (Rev. 11/3/49)		CHICAGO DEADLINE Alan Ladd Donna Reed D-87 min. (4905) (Rev. 8/29/49)		BRIDE FOR SALE Robt. Young Claudette Colbert C—87 min. (068) (Rev. 10/19/49)		THE BIG WHEEL Mickey Rooney Thomas Mitchell D—92 min. (Rev. 11/11/49)	(Nov. Releases) FREE FOR ALL Robt. Cummings Ann Blyth C-D-83 min. (901) (Rev. 11/4/49) THE STORY OF MOLLY X June Havoc John Russell D-82 min. (902) (Rev. 11/18/49) BAGDAD (Color) Maureen O'Hara Paul Christian D-82 min. (Rev. 11/25/49)	STORY OF SEABISCUIT (Color) Shirley Temple Barry Fitzgerald D—93 min. (907) (Rev. 10/27/49) ALWAYS LEAVE THEM LAUGHING Milton Berle Virginia Mayo C—116 min. (908) (Rev. 11/22/49) (Reissue) FAREWELL TO ARMS D—78 min. (909) (Rev. 12/9/32) (Reissue) THE HATCHET MAN D—74 min. (910) (Rev. 2/6/32)	FALLEN IDOL Ralph Richardson D-94 min. (Rev. 10/4/49) Release: Nov.) THE THIRD MAN Joseph Cotten Valli Orson Welles D (Release: Jan.)
Nov. 13		(Nov. Releases) THE GLASS MOUNTAIN Valetina Cortesa Antonio Centa D-(012)	TENSION Audrey Totter Richard Basehart D-95 min. (8) (Rev. 11/21/49)	RIDERS OF THE DUSK Whip Wilson O-57 min. (4844)	RED, HOT AND BLUE Betty Hutton Victor Mature MD-84 min. (4906) (Rev. 7/5/49)	THE GOLDEN STALLION (Color) Roy Rogers O-67 min. (844)	RIDERS OF THE RANGE Tim Holt O—60 min. (016) (Rev. 10/20/49)	(Nov. Releases) OH, YOU BEAUTIFUL DOLL (Color) Mark Stevens June Haver D-M—93 min. (927) (Rev. 9/20/49) EVERYBODY DOES IT Paul Douglas Linda-Darnell C—98 min. (926) (Rev. 8/30/49) PINKY Jeanne Crain Ethel Waters D—102 min. (Rev. 7/30/49)	KISS FOR CORLISS Shirley Temple David Niven C—88 min. (Rev. 10/18/49)			FILM CLASSICS PIRATES OF CAPRI Louis Hayward Binnie Barnes D-94 min. (Release: Dec.) (Rev. 12/9/49) GUILTY BYSTANDER Zachary Scott Faye Emerson D (Release: Jan.)
Nov. 20	RIDERS IN THE SKY Gene Autry O-70 min. RENEGADES OF THE SAGE Charles Starrett O-56 min.			MASTERMINDS Leo Gorcey D	(Reissue) HOLIDAY INN Bing Crosby MD-101 min. (4907) (Rev. 6/15/42) (Reissue) THE LADY EVE Barbara Stanwyck Henry Fonda D-95 min. (4908) (Rev. 2/27/41)	POWDER RIVER RUSTLERS Alan Lane O-60 min.	A DANGEROUS PROFESSION Geo. Raft Pat O'Brien D—79 min. (014) (Rev. 10/21/49)					
Nov. 27				LAWLESS CODE Jimmy Wakely O-58 min. (4866)			THE THREAT Virginia Grey Michael O'Shea D—66 min. (015) (Rev. 10/31/49)					
Dec. 4	(Reissue) THE DESPERADOES Randolph Scott Glenn Ford O-85 min. (Rev. 3/15/43)	(Dec. Releases) PORT OF NEW YORK Scott Brady Richard Rober D-79 min. (Rev. 12/8/49)								(Dec. Releases) UNDERTOW Scott Brady John Russell Dorothy Hart (D-70 min.) (Rev. 12/8/49)		
Dec. 11	(Reissue) RENEGADES (Color) Evelyn Keyes O-88 min. (Rev. 5/15/46)	COWBOY AND THE PRIZEFIGHTER (Color) Jim Bannon O –59 min. GAY LADY (Color) Jean Kent D—96 min.	CHALLENGE TO LASSIE (Color) Edmund Gwenn Donald Crisp D-76 min. (10) (Rev. 10/27/49)	SQUARE DANCE KATY Jimmy Davis D				(Dec. Releases) FIGHTING MAN OF THE PLAINS (Color) Randolph Scott O—94 min. (930) (Rev. 10/19/49) PRINCE OF FOXES Tyrone Power Orson Welles D—107 min. (929) (Rev. 8/22/49)				LIPPERT
Dec. 18	(Dec. Releases) TELL IT TO THE JUDGE Rosalind Russell Robert Cummings C-87 min. (Rev. 11/18/49)	PASSPORT TO PIMLICO Margaret Rutherford D—72 min. (Rev. 10/21/49)	(Reprint) JOHNNY EAGER Lana Turner Van Heflin Robt. Taylor D-105 min. (Rev. 12/10/41)	BOMBA ON PANTHER ISLAND Johnny Sheffield D-70 min.		BLONDE BANDIT Robt. Rockwell D	HOLIDAY AFFAIR Robt. Mitchum Janet Leigh D—87 min. (013) (Rev. 11/18/49)		MRS. MIKE Dick Powell Evelyn Keyes D		THE LADY TAKES A SAILOR Jane Wyman Dennis Morgan C—99 min. (911) (Rev. 12/5/49)	SQUARE DANCE JUBILEE Don Barry D—79 min. (Rev. 11/18/49) (Release: 11/11)
Dec. 25	AND BABY MAKES THREE Robert Young Barbara Hale C-84 min. (Rev. 11/29/49)		ON THE TOWN (Color) Gene Kelly Frank Sinatra Vera-Ellen M-98 min. (Rev. 12/7/49)	RANGE LAND Whip Wilson O-56 min.	THE GREAT LOVER Bob Hope Rhonda Fleming C-80 min. (4909) (Rev. 9/14/49)	PIONEER MARSHAL Monte Hale O					INSPECTOR GENERAL (Color) Danny Kaye Barbara Bates C—89 min. (Rev. 11/17/49)	CALL OF THE FOREST D (Release: 11/18) RED DESERT D (Release: 12/3)
Jan. 1	PRISON WARDEN Warner Baxter Anna Lee D-62 min. SMOKY MOUNTAIN MELODY Roy Acuff O-61 min.	(Jan. Releases) THE SUNDOWNERS (Color) Robert Preston D—90 min. NEVER FEAR Sally Forest D	MALAYA Spencer Tracy James Stewart D-98 min. (Rev. 12/2/49)	BLUE GRASS OF KENTUCKY (Color) Bill Williams D	THELMA JORDON Barbara Stanwyck Wendell Corey D-100 min. (4910) (Rev. 11/7/49)			(Jan. Releases) DANCING IN THE DARK (Color) William Powell Mark Stevens CM—92 min. (Rev. 11/7/49) WHIRLPOOL Gene Tierney Jose Ferrer D—97 min. (Rev. 11/28/49)	DEADLY IS THE FEMALE John Dall Peggy Cummings D—87 min. (Rev. 11/11/49)	(Jan. Releases) WOMAN IN HIDING Ida Lupino Stephen McNally Howard Duff D		TOUGH ASSIGNMENT D (Release: 12/17) HOLLYWOOD VARIETIES (Release: 1/14)
Jan. 8	FEUDIN' RHYTHM Eddy Arnold O-66 min. FRONTIER OUTPOST Charles Starrett O	GIVE US THIS DAY Sam Wanamaker D—120 min.	AMBUSH Robt. Taylor Arlene Dahl D	SIX-GUN MESA Johnny Mack Brown O-57 min.		BELLS OF CORONADO (Color) Roy Rogers				THE RUGGED O'RIORDANS John O'Malley Thelma Scott D—76 min. (Rev. 12/14/49)	THE HASTY HEART Ronald Reagan Patricia Neal D-99 min. (913) (Rev. 12/1/49)	
Jan. 15	(Jan. Release) ALL THE KING'S MEN Broderick Crawford D—109 min. (Rev. 11/7/49)	SARUMBA Doris Dowling D—64 min. THIRD MAN Joseph Cotten Valli D	EAST SIDE, WEST SIDE James Mason Barbara Stanwyck Van Heflin D	YOUNG DANIEL BOONE David Bruce D			MY FOOLISH HEART Susan Hayward Dana Andrews D—99 min. (069) (Rev. 10/17/49)			SOUTH SEA SINNER Shelley Winters MacDonald Carey Luther Adler D		

[Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.]

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 117 NEW YORK, U. S. A., MONDAY, DECEMBER 19, 1949 TEN CENTS

Myers Moves Fast:

Meeting Here Tomorrow On Tax Attack

Compo Group to Discuss Strategy and Finances

By J. A. OTTEN

WASHINGTON, Dec. 18.—The all-industry committee to work out plans for a united-front attack on the 20 per cent World War II Federal admission tax will hold its first meeting in New York Tuesday, acting committee chairman and Allied States general counsel Abram F. Myers said here at the weekend.

High on the meeting's agenda will be not only working out an over-all strategy for the attack but also evolving a plan for financing the campaign.

The committee was set up at the industry conference at the Shoreham Hotel here last Monday and Tuesday. Although it is technically a sub-com-

(*Continued on page 3*)

MPA Foreign Aid Mapped

The newly-established Informational and Advisory Unit of the Motion Picture Association of America will be equipped to extend the following services, it was announced at the weekend by John G. McCarthy, MPAA vice-president in charge of international affairs:

Furnish lists of potential outlets for foreign-language films in this country; provide a screening service for the trade-showing of these films; ar-

(*Continued on page 3*)

Israel Aims Backed By Spyros Skouras

LOS ANGELES, Dec. 18.—Addressing members of the West Coast division of the United Jewish Appeal this evening, Spyros P. Skouras, president of 20th Century-Fox, declared that he is in firm opposition to the attempt to place Jerusalem under the rule of an international commission.

Supporting the view that Jerusalem must become an integral part of the

(*Continued on page 3*)

Industry Organized for 1950 'Brotherhood Week'

Organization of the film industry under the chairmanship of Ted R. Gamble for its strategic role in the 1950 "Brotherhood Week," to be held Feb. 17-25, was completed at a luncheon meeting at the Waldorf-Astoria here on Friday, presided over by J. Robert Rubin, chairman of the amusement division executive committee for the National Conference of Christians and Jews.

Ted R. Gamble

An all-industry luncheon to launch the 1950 Brotherhood Week activities will be held on Feb. 2, Rubin announced.

National chairmen appointed by Gamble to serve with him are: Barney Balaban, Robert Benjamin, Nate J. Blumberg, Harry Brandt, Leo Brecher, Steve Broidy, Max Cohen, Jack Cohn, Ned Depinet, Si Fabian, Y. Frank Freeman, Emil Friedlander, Leonard Goldenson, Will H. Hays, Eric Johnston, Harry Kalmine, Malcolm Kingsberg, Herman Robbins, Nicholas Schenck, Fred Schwartz, Gradwell Sears, Spyros, George and Charles Skouras, A. W. Smith, Jr., Richard Walsh, Albert Warner and Herbert J. Yates.

Rubin will continue to serve as chairman of the amusement division, with Robert W. Coyne as executive vice-chairman, and Depinet, treasurer and chairman of the corporate gifts committee. Al Schwalberg will serve as distributor chairman, with C. J. Scollard as vice-chairman.

W. L. Ainsworth and Gael Sullivan will serve as co-chairmen of the exhibitor division, with Oscar Doob

(*Continued on page 2*)

COL. TO HANDLE FOREIGN FILMS; GOODMAN IN CHARGE OF NEW UNIT

Columbia revealed on Friday the formation of a new department to handle the distribution in this country of films produced abroad. The company said that this marks the first large-scale entry of a major film company into the foreign film distribution field, placing a national distribution organization at the disposal of independent foreign producers.

Columbia stressed plans for the new division call for the release of only top product. In addition to distributing film produced independently in foreign countries, the new department will also concern itself with films produced abroad by Columbia.

Morris Goodman, veteran of the foreign field, has been named executive in charge of the new department and is currently in New York interviewing foreign producers with a view to selecting productions for inclusion on the new schedule. For the past two-and-a-half years Goodman has been associated with the importation and distribution of top French product and prior to that served on a two-year special assignment for the Motion Picture Export Association in Germany. During that time he acted as special liaison with the U. S. State Department in all matters pertaining to film distribution in those countries. Before this Goodman served as head of Republic Pictures' foreign department for 10 years.

Spearheading the activities of the new department will be the release of "Faust," produced in Italy.

Loew's Plans Four Theatres in Israel

Loew's International is planning to construct four theatres in Israel, it was disclosed here at the weekend by Sam Burger, M-G-M's overseas sales chief, upon his return from a nine-week, 40,000-mile 'round-the-world tour by air.

This decision by Loew's International follows a similar one by 20th Century-Fox. Last August, 20th-Fox president Spyros P. Skouras reported from abroad during a world tour that

(*Continued on page 3*)

State's 1st Premiere Set for 'Montana'

HELENA, Mont., Dec. 18.—Heralded by Warners as the first motion picture world premiere ever to be held in Montana, the company's new Errol Flynn-Alexis Smith film, "Montana," in Technicolor, will have its opening at the Marlow Theatre here, Jan. 10, with official resources of the state concentrated on the event. Mort Blumenstock, Warner advertising-publicity vice-president, has just concluded a series of conferences with Gov. John

(*Continued on page 12*)

US Would Cut Griffith Chain By About Half

Want 93 Divested; to Study Effect of Sale

WASHINGTON, Dec. 18. — The Justice Department has asked the federal courts to force the Griffith interests to give up almost half their extensive theatre holdings in the Southwest.

The request was made in a brief and proposed final judgment filed Friday with the Oklahoma City district court, which is rehearing the government's anti-trust suit after the Supreme Court reversed the lower court's decision for the exhibitors. The anti-trust division asked that Griffith Consolidated Theatres, Inc. be ordered to give up its interest in 45 theatres in Texas and Oklahoma and Theatre Enterprises, Inc., be ordered to give up its holdings in another 48 houses

(*Continued on page 12*)

Para. Sets Up Ariz. Circuit

Following dissolution of its partnership operation with Harry L. Nace and Harry L. Nace, Jr., Paramount has formed Arizona Paramount Corp. to operate its own theatres with George M. Aurelius assuming active directorship of the circuit, Leonard Goldenson, Paramount Theatres head, disclosed here at the weekend.

Paramount's Arizona interests consist of the Orpheum, Palms, Rialto, Strand, Ramona and Studio theatres

(*Continued on page 12*)

Court Told Para. in Decree Compliance

The two new Paramount companies told U. S. District Court here on Friday that they are complying with all terms of the consent decree under which they are being organized and formally submitted themselves to the court's jurisdiction.

The notices were filed in the form of affidavits by Robert O'Brien as treasurer of United Paramount Thea-

(*Continued on page 12*)

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MAXIMUM-PENETRATION PRE-SEL

No trade ad—even the biggest—can tell you *all* about Par
with which it will be sold to the public, through ever

Cecil B. DeMille

Samson a

Color by Technicolor

Paramount Pictures

Cecil B. DeMille's "SAMSON AND DELILAH" starring Hedy Lamarr

Produced and Directed by Cecil B. DeMille

Colosseum, E-L Sign Salesmen's Pact For $10 Pay Raise

MILWAUKEE, Dec. 18.—Eagle-Lion is the 10th company to conclude a new union contract agreement with the Colosseum of Motion Picture Salesmen of America.

Colosseum attorney David Beznor reported here at the weekend that the union and the company have signed the same agreement which was set last month by the Colosseum and Columbia, Loew's, Monogram, Paramount, RKO Radio, Republic, 20th Century-Fox, Universal-International and Warners. Provided for are a $10 per week pay increase for film salesmen, raising of the salary minimum from $70 to $75 per week and "safeguards" to eliminate loss to salesmen when car ownership policies are changed by the companies.

United Artists has yet to sign the new agreement, which is an amendment to the present Colosseum contract. Pact has about a year-and-a-half to run.

Smith in Wind-Up of Para. Coast Parleys

LOS ANGELES, Dec. 18.—Completing a series of sales meetings in the Western division, George A. Smith, Paramount's Western division manager, returned to Los Angeles over the weekend.

Meetings concerning forthcoming engagements for William Wyler's "The Heiress" and Cecil B. DeMille's "Samson and Delilah" were held at branches in San Francisco, Portland, Seattle, Denver and Salt Lake City. Smith will conduct a local session at the exchange this week.

Radio Shows Feature 'Samson' Promotions

Paramount has set "Samson and Delilah" publicity tie-ups with numerous radio programs at no cost to the company, according to Max E. Youngstein, advertising-publicity chief. Among them were "20 Questions" on Mutual; "Hit the Jackpot," Columbia Broadcasting; the Betty Crocker show, "Luncheon at Sardi's" and "Make Believe Ballroom."

History on Editing

The British Film Academy has invited four Hollywood film editors to contribute chapters to a text book it is compiling on the history and theory of film editing, and which will also be made available to film industry workers throughout the world. Request came from Karel Reisz, technical editor of the Academy. Chosen as Hollywood editing authorities were Harry Gerstad, Paul Weatherwax, William W. Hornbeck and Viola Lawrence.

New Loew's Restaurant

The former Hofbrau Restaurant here has been taken over by Loew's and converted into a non-profit cafeteria for home office employes. Coffee is free.

Personal Mention

WILLIAM J. HEINEMAN, L. JACK SCHLAIFER, MILTON E. COHEN and LEON BRANDT, Eagle-Lion executives, will return here today from Chicago.

•

LESTER ISAAC, Loew's projection and sound chief, will arrive here today from San Francisco, where he installed a Nu Screen Corp. glass-fiber screen and new projection equipment in Loew's Warfield.

•

EDWARD GOLDEN, independent producer, is en route from Chicago to the Coast.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here for the Coast on Friday.

ERIC JOHNSTON, Motion Picture Association of America president, left Washington at the weekend for Spokane, where he will spend more than a month resting and attending to personal and business matters.

•

HENRY HENIGSON, business manager of M-G-M's "Quo Vadis" unit, left here over the weekend for the Coast, following his arrival on Friday from Rome.

•

WILLIAM F. RODGERS, M-G-M distribution vice-president, left here yesterday for Hollywood, Fla., for a vacation.

•

LOUIS BRAGER, Film Classics exchange operations head, has left here for Charlotte and Atlanta.

Mississippi Theatre Blast Takes 3 Lives

MEMPHIS, Dec. 18.—The Holly Theatre, Holly Springs, Miss., blew up late last week with a blast that shook the whole town. An adjoining store and residence was destroyed also with a loss of three lives. If the blast had occurred about a half-hour earlier the theatre would have been full.

Cause of the blast was uncertain, but it was pointed out that a natural gas blower heating system was installed recently in the theatre. Total damage is expected to be $100,000, with about $60,000 applying to the theatre which is owned by Bob Bostick of Memphis and Leon Roundtree of Water Valley, Miss.

New MGM Executive Deal for MacKenna

HOLLYWOOD, Dec. 18.—Kenneth MacKenna has signed a new contract as a member of the Metro-Goldwyn-Mayer executive staff. Under the contract, MacKenna will also continue as head of the studio story department and will work closely with Dore Schary, production head, as editorial executive.

Sopeg Wins NLRB Paramount Election

A union shop election of Paramount office employes here was won by the Screen Office and Professional Employes Guild at the weekend. The vote was 151 to 53. The election also covered Paramount Music and Famous Music. The National Labor Relations Board conducted the poll.

Peak Films Gets House

Acquisition of the World Theatre, San Francisco, and negotiations for a New York house have been announced by Peak Films and Trading Co., distributors of Chinese films in this country. First to be released is "Tears of Yangtze."

Elect Dasheff to Board

William Dasheff, Buchanan and Co. vice-president, has been elected to the advertising agency board of directors.

'Brotherhood Week'

(*Continued from page* 1)

chairman of the Metropolitan theatres group; Rotus Harvey, for the Pacific Coast group; Sherrill Corwin for the Southern California group, and Robert J. O'Donnell as general field chairman. Max E. Youngstein will be chairman of the advertising-publicity committee.

Leon Bamberger, H. M. Richey and Sam Shain will serve as special campaign consultants. William German is chairman of the laboratories committee; Edmund Reek, the newsreel committee, and Oscar Hammerstein, the legitimate theatres committee for the amusement division. The trade press was designated a committee of the whole on publicity.

Raised $88,267 in '49

Depinet, chairman of the industry's 1949 Brotherhood Week campaign, reported that the amusement division raised a total of $88,267 during the last observance, an increase of $30,000 over the previous year. A substantial part of the total represented individual new memberships in NCCJ, sold for $1 each. Exhibition under the joint chairmanship of Ed Lachman and Gael Sullivan accounted for $33,000. Distribution, directed by Charles M. Reagan, assisted by Scollard, produced $12,200. The legitimate theatre section accounted for $8,700. The balance came from home offices, handled by Jack Cohn, Joseph Vogel, Fred Schwartz and George Skouras; from laboratories, handled by German, and from miscellaneous sources.

In his report Depinet emphasized that industry participation in Brotherhood Week is not a contribution nor a charity but, rather, a public service endeavor for the betterment of American citizenship, which repays the industry many times over in better public relations dividends. He commended Rubin, Dr. Everett Clinchy, NCCJ president; Gil Golden, 1949 advertising-publicity chairman; Spyros Skouras, newsreel chairman, the trade press, and numerous others for their help in making the last observance a success.

Clinchy said this year's entire NCCJ goal should be $3,500,000. He did not specify a goal for the amusement division.

Newsreel Parade

STORIES of Christmas cheer and the Washington plane crash are current newsreel highlights. Other items include Dr. Harold Urey urging a halt to Communist tide, sports, fashions. Complete contents follow:

MOVIETONE NEWS, No. 101—The story of Christmas.

NEWS OF THE DAY, No. 231—Uncle Sam flies Christmas cheer to Arctic. Dr. Harold C. Urey urges halt to Red "peril." Nineteen saved, four die in plane crash. Furs of 1950 on parade. Child gymnasts. Happy New Year.

PARAMOUNT NEWS, No. 34—World's best skiers train for title meet. U. C. L. A. students hold "prom" dance at Paramount lot. A Yuletide presentation.

TELENEWS DIGEST, No. 50-B—New York water shortage. Four die, 19 survive in air crash. Washington opinion: Herbert Hoover, Sen. Scott W. Lucas, Rep. Michael Mansfield. Inside Eastern Europe: Yugoslavia, Rumania, Poland. People in the news: Jackie Robinson, Shah of Iran, Mrs. Ralph E. Smafield, Detroit housewife, wins $50,000 baking contest. Sports: baseball, hockey, Joe Louis.

UNIVERSAL NEWS, No. 308—Atom scientist, Dr. Harold Urey, says West can stop Red tide. Plane crash in Washington. Jackie Robinson gets Carver Award. Child acrobats. Labrador Christmas. New Year's greeting.

WARNER PATHE NEWS, No. 36—Plane crash in Washington. Football. Christmas, 1949.

Board of Review Picks 'Best Ten'

"The Bicycle Thief" was termed the best picture of 1949 by the National Board of Review's Committee on Exceptional Films and its director, Vittorio de Sica, named as the best director. Ralph Richardson won top acting honors, with Gerard Philipe, Lamberto Maggiorani, Enzo Staiola and Pierre Fresnay mentioned for meritorious performances.

Other pictures ranked in the "best 10" are: "The Quiet One," "Intruder in the Dust," "The Heiress," "Devil in the Flesh," "Quartet," "Germany Year Zero," "Home of the Brave," "Letter to Three Wives" and "Fallen Idol."

78 on Para.'s 1950 Star List: Ginsberg

HOLLYWOOD, Dec. 18.—Paramount Pictures will enter its new status on Jan. 3 with "the greatest line-up of star power in the company's history," according to an announcement by Henry Ginsberg, vice-president and studio head.

A record total of 78 will be seen in pictures which are now completed and set to be released during the new year, now before the camera or being prepared for production during 1950.

Curb Child Attendance

PONTIAC, MICH., Dec. 18.—Under a new city ordinance, all Pontiac theatres and other amusement places are now closed to all unescorted children under 12 after eight P.M. and to all school-age youngsters during school hours. The Parent-Teachers' Association of Pontiac requested the new law.

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THE WORLD PREM

Starting Wednesday,

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Three 'U' Premieres Slated for January

Universal-International will mark the start of 1950 with the premieres of three pictures: the all-state Colorado and Utah openings of "Borderline"; the 50 day-and-date openings of "South Sea Sinner" in St. Louis and the surrounding territories, and the Buffalo kick-off of "Woman in Hiding." The openings will be backed by full exploitation campaigns, personal appearances of stars, and a series of special events, the company stated.

"Borderline" will open at the Paramount and Webber Theatres, Denver, on Jan. 24, and the Utah Theatre, Salt Lake City, on Jan. 26. Claire Trevor, her husband, producer Milton H. Bren, and director William A. Seiter will participate in the promotions. The premiere of "South Sea Sinner" at the Missouri Theatre, St. Louis, on Jan. 12, and the 50 day-and-date openings, are being tied in with a homecoming celebration for Shelley Winters, star of the film.

"Woman in Hiding" will have its premiere at the Lafayette Theatre, Buffalo, on Jan. 7.

'O'Riordans' Debut Jan. 4

American premiere of Universal-International's "The Rugged O'Riordans" will be launched at an invitational performance to be held at the Park Avenue Theatre here on Jan. 4, under the auspices of the Australian Consul General in New York, Edward Kenneth Smart.

Foreign Aid

(*Continued from page* 1)

range for the importation and storage of prints under bond; provide information on customs and taxation regulations; and acquaint foreign producers with the Production Code and its operation.

The unit, which will be set up within the Association's international division, will also arrange for the reception of foreign producers or their representatives and provide contacts for them within the American industry.

McCarthy made it clear that the unit will not help in the actual selling or marketing of pictures.

"The revenue potential of a foreign picture in this country," he said, "hinges on the quality and acceptability of that picture for American audiences and the vigor with which efforts are made to sell it."

To Hire Unit Chief

The Association will employ a man experienced in American film distribution and with a wide knowledge of foreign films to head up the unit under McCarthy's supervision. In addition, there will be an advisory committee consisting of international department representatives of member companies, an exhibitor, a sales executive and an advertising-publicity consultant.

Four international department heads who assisted McCarthy in drafting the plans for the unit have already been appointed. These are: Arthur M. Loew, president of Loew's International; Phil Reisman, vice-president in charge of RKO foreign distribution; Murray Silverstone, president of 20th Century-Fox International; and Joseph H. Seidelman, president of Universal International.

Reviews

"Mrs. Mike"

(Nassour-United Artists)

AN immensely popular novel—whose central character is the genteel young lady from Boston who endures the cruelties of life in the far reaches of the Canadian snow country to be with her Royal Mountie husband—has been given a wholly adequate screen interpretation in "Mrs. Mike." Essentially a "women's picture," it bids fair to hit a high-water mark (tears, that is) when the audience finds itself sharing the agonies and tragedies which Sergeant Mike's wife experiences in the frigid regions of the North. With Dick Powell and Evelyn Keyes both turning in good performances, the film stands an excellent chance of doing lofty business all along the line.

There should be no difficulty at all in drawing the initial ticket-buyers when the word is out that "Mrs. Mike" is an adaptation of the best seller and Literary Guild selection of a few years ago. Readers Digest put it up in condensed form and King Features serialized it.

Presented by Nassour Studios in association with Huntingford Hartford, Samuel Bischoff was executive producer, Edward Gross produced and Louis King directed. The book was by Benedict and Nancy Freedman. Alfred Lewis Levitt and DeWitt Bodeen did the screenplay. J. M. Kerrigan, Angela Clarke, John Miljan, Nan Boardman, Will Wright and Frances Morris are among supporting players.

It is not long after Miss Keyes arrives on her uncle's ranch that she and Powell are drawn to each other, join hands at the altar, and are off to the snow-covered wide-open spaces on dog sled. She thereupon is acquainted with the wretchedness of existence without adequate medical care and the utter lack of modern conveniences. She suffers considerable anguish when a trapper's wife delivers a dead child, for fear that the same tragedy might befall her. Sgt. Mike's wife has a fine little daughter, but only after many hours of horror. The rather lengthy scenes of Miss Keyes in the throes of childbirth are stark in their realism. An outbreak of diptheria in the small outpost community is next in the series of disasters. It takes many lives, including Mrs. Mike's daughter. The girl from Boston feels she no longer can survive these torments, heads back to civilization. En route, she finds that the trapper's wife who lost her last child has now become the mother of a new, strong and healthy baby. Powell comes on the scene and his wife abandons plans to flee to Boston, deciding to bear the rugged life.

"Mrs. Mike" is well done production-wise. Shots of dog-sled treks in the vast whiteness of upper Canada and other long-range views give the picture scope. The settings all have the appearance of authenticity. The performances and direction are competent.

Running time, 99 minutes. Adult audience classification. Release date, Dec. 23.

GENE ARNEEL

"Johnny Holiday"

(Alcorn-United Artists)

THE story of a young delinquent who is guided back into constructive channels through the good offices of a boys' school is given another working in "Johnny Holiday." Despite a familiarity of story content, the picture is endowed with warmth and sentiment and as such should win a favorable reception. William Bendix is the marquee name of the drama, with Allen Martin, Jr., making his screen debut in the title role. By way of added premium, Hoagy Carmichael makes a guest appearance and sings his own song, "My Christmas Song for You," which he wrote for the picture.

The picture was filmed in its entirety at the Indiana Boys School at Plainfield and marks the initial production of R. W. Alcorn, an alumnus of the school. Presumably following parallel lines of his own life, Alcorn's story tells of a rebellious youngster, the victim of unfortunate parental neglect, who goes through a series of petty crimes, and finally is sent to the boys school for rehabilitation.

At first he reacts with hostility, but gradually, doing therapeutic work at the stables under the supervision of Bendix, the boy learns to become a better integrated individual. Much of the film's dramatic suspense centers around the machinations of Stanley Clements, an incurable "bad boy" who usually is busy brewing trouble for himself and others.

Willis Goldbeck's direction properly gives the film a light, semi-documentary flavoring. As an ex-cavalry "non-com," Bendix is always good for some laughs of an unsubtle variety. Frederick Stephani was associate producer. The screenplay was written by Jack Andrews, Goldbeck and Stephani.

Running time, 94 minutes. General audience classification. Release date, Feb. 23.

MANDEL HERBSTMAN

Skouras on Israel

(*Continued from page* 1)

State of Israel, Skouras drew on personal experiences in Israel this summer to emphasize his points.

Reaffirming the decision of the UJA to give first preference to the needs of Israel over domestic problems, Skouras said: "The American Jewish community has been asked this year to meet a budget for the UJA of $272,455.00. By overwhelming vote it has decided to ask that distressed Israel be given consideration ahead of unnecessary projects at home in order that Israel may survive and flourish and contribute to world democracy."

Loew's in Israel

(*Continued from page* 1)

his company had instructed its Near East offices to build theatres in Tel Aviv, Haifa, Jerusalem and Nathania.

Burger reported that the dominance of the European market by American films is greater than ever, and that with the exception of Egypt and India competition from native product in all parts of the world is practically negligible.

Asked whether he foresaw Germany as the principal market in Continental Europe for U. S. films, Burger replied that Italy is the biggest market and will continue to be so for some time.

E-L's Group Sales Seen Embracing 30

Chicago, Dec. 18.—It is believed that the "group" selling policy adopted by Eagle-Lion will apply to 30 pictures, consisting of 18 Jack Schwartz productions, four J. Oliver Curwoods, and eight "Range Riders." The company's entire product outlay for 1950 will include approximately 65 pictures, 35 of which will be sold individually.

A 20 per cent cancellation privilege will be allowed exhibitors in each unit that comes under the group selling.

Rathvon Tells Sales Meet of New Product Set for E-L Release

CHICAGO, Dec. 18.—N. Peter Rathvon, president of Motion Picture Finance Corporation, has arranged for first money financing on three more films for Eagle-Lion release, which he outlined on Friday at E-L's three-day sales convention at the Blackstone Hotel. The new films, which start shooting in January are: A second John Barrymore, Jr. starrer in Technicolor, as yet untitled; "Learn to Love" with John Payne and Celeste Holm, and "The Sun Sets at Dawn," a dramatic prison story which will introduce two new players.

Rathvon, who is attending with William MacMillen, MPFC executive vice-president, was optimistic on future financing by banks for independent producers. He stated that E-L's results in selling the four completed films financed by MPFC would be a yardstick in determining the number and type of forthcoming films.

The meetings, presided over by William J. Heineman, sales vice-president, outlined sales discussions on the company's new product line-up. Lester Cowan, producer of "The Story of G. I. Joe," also attended.

Tax Attack

(*Continued from page* 1)

mittee of the Council of Motion Picture Organizations, and although COMPO does not technically come into existence until ratified by the 10 charter organiaztions by Feb. 20, the tax committee is beginning its work immediately because its major effort will have to be made early next year, soon after Congress returns, according to Myers.

Myers said the meeting, which will take place in the Loew's home office of committeeman Oscar Doob, would have a five-point agenda: choosing a permanent chairman; reviewing all previous work in the tax field to avoid duplication now; evolving an over-all strategy for the new campaign; apportioning the work among the various committee members and other industry officials; and working up a plan for financing the drive.

Serving on the committee with Myers and Doob are: Jack Bryson, A. Julian Brylawski, Carter Barron, Rotus Harvey, Morton Sunshine, Art Faris.

Masterpiece

nd Delilah

Mature · George Sanders · Angela Lansbury · Henry Wilcoxon

esse L. Laeky, Jr., Fredric M. Frank · From original treatments by Harold Lamb and
neky · Based upon the history of Samson and Delilah in the Holy Bible, Judges 13-16

t Masterpiece

lson

ND

hlah

HNICOLOR

AROUND THE CALENDAR IN 1950

campaign for this unprecedented attraction. The importance of modern promotion, is typified in *this full color art:*

Urges Aid to Unesco's Aims

HOLLYWOOD, Dec. 18.—Hollywood's help in forwarding the aims of UNESCO was solicited Thursday night at a special meeting of the Motion Picture Industry Council by Dr. Luther Evans, member of the U. S. National Committee for UNESCO and Librarian of Congress, who told 80 executives representing MPIC's constituent groups that the "impact of the American motion picture around the world is so tremendous that Hollywood has a great deal to do with the decision of nations which are making a choice between the Western sphere of influence and the Soviets."

Dr. Evans, who earlier in the day had addressed the board of directors of the Association of Motion Picture Producers and a group of 20th Century-Fox producers, directors and writers, made it expressly clear that he did not solicit or want Hollywood to produce propaganda or message pictures designed to advance UNESCO objectives, but explained that he felt film makers can well take advantage of information and experiences available to them from UNESCO sources.

He stressed the United Nations' viewpoint that wars are born in minds of men, largely through lack of friendly acquaintance and understanding, and said the motion picture is the most powerful medium of mass communication in the promotion of universal knowledge and international relationships.

Para. Arizona Circuit

(*Continued from page* 1)

in Phoenix and the Paramount, Catalina and State in Tucson.

Aurelius joined the Arizona operation nine years ago as city manager in Tucson and became city manager in Phoenix in 1946. His theatrical experience dates back to 1927 in St. Paul, Minn.

Jesse Clinich has been named head booker and film buyer, following Paramount assignments in New York, Utah and Ohio. Dana Roehrig will continue as city manager in Tucson. Maurice J. Pyle, manager of the Palms, Phoenix, for the past two years, has become head of the warehouse department of Arizona Paramount. A. G. Pickett will continue as manager of the Orpheum, Phoenix, with his assistant, E. L. Hapner, moving to the Aero as manager.

William Sale, former manager of the Rialto, succeeds Pyle as manager of the Palms. Donald Johns, who has been managing the Strand, moves to the Rialto, being succeeded at the Strand by A. V. Polley, former manager of the Aero. Jose Requena and Harold Stetson remain as managers of the Ramona and Studio theatres, respectively. In Tucson, William Eyles will manage the Paramount, R. L. Hanson, the Catalina and P. Tannous the State.

Approve New Paramount Theatre in Chatanooga

Federal Judge Alfred C. Coxe on Friday signed an order permitting United Paramount Theatres to construct a theatre in downtown Chattanooga, Tenn., to replace the Bijou, which was destroyed by fire in 1943.

Review

"Riders in the Sky"

(Columbia)

MOST film goers, familiar with the much-played recordings of the novelty song, "Riders in the Sky," will be lured by curiosity to see Gene Autry in a picture of the same name. The song has little to do with the plot of this Armand Schaefer production, but Autry's fans will find his rendition of the number worth the price of admission. John English directed, from the screenplay by Gerald Geraughty.

Autry relates his part in the happenings at Desert Wells when Lawson, a rancher, is found guilty by a jury of fixed gunmen of shooting a gambler. The only witness is prevented from testifying, and later killed. Lawson's daughter Anne (Gloria Henry) meets Autry, who has resigned from being investigator to the county attorney and is now interested in buying a ranch. When Autry is opposed by McCleary, a gambler, he finds himself in the thick of things. McCleary persuades Anne to sell Autry some worthless property without water rights in return for his promise to clear her father. Anne proves to Autry that he has not been duped, and evidence that will clear her father is finally obtained after a fight between the gambler and Autry.

Running time, 70 minutes. General audience classification. November release.

US Would Cut Griffith

(*Continued from page* 1)

in Texas and New Mexico. The two firms together own close to 250 theatres in six southwestern states.

The government also proposed that the theatre divestiture be carried out in three years, one-third a year, that the defendants be enjoined from licensing any film in competitive towns for a period of five years unless the picture has first been offered to competitive exhibitors, that all pictures be bought theatre by theatre and picture by picture, and that no new theatres be acquired without court approval.

Suit Started in 1939

Other provisions of the proposed order are designed to require each corporate defendant to license pictures only in its own behalf, prevent the defendants from asking or getting terms not available to competitive exhibitors, and separate the corporate defendants and their ownership and management completely from one another.

The anti-trust suit, begun in April 1939, named as defendants Griffith Amusement Co., Griffith Consolidated Theatres, R. E. Griffith Theatres, Inc., Westex Theatres, Inc., H. J. Griffith and L. C. Griffith. Since the filing of the case, Theatre Enterprises, Inc., was organized by a group of persons associated with R. E. Griffith Theatres and Westex and took over the theatres of these two outfits. Theatre Enterprises is not yet a party to the suit, and one of the major government requests to the Oklahoma City court was to make the new firm subject to the case. It argued that otherwise the decree could not be fully effective.

Sale's Effect Uncertain

The defense has opposed this motion bitterly, and the matter is still under advisement. Should the court decide Theatre Enterprises, Inc., cannot be added as a defendant, none of the divestiture or injunctive provisions could apply to it.

Justice Department officials, asked to comment on how the case would be affected by Griffith's recent action selling practically all of its theatres to a group of former employes, pointed out that the brief and judgment had been prepared before the sale. General reaction was that the sale "certainly gives us something to think about."

Officials said that so far, their only information about the sale was what they read in the trade papers, and that now that the brief was out of the way, they would attempt to get the facts on the sale and decide how it would affect their case.

If it should be decided that the sale really represents sale to an independent and an end to the abuses charged by the government, substantial changes might be required in the government's approach, they indicated, including a possible dropping of the action. If as is more likely, however, they hold that the sale to former employes and officers does not constitute the relief they were seeking, they will then probably ask the court to make the new owners a party to the suit and to be bound by the divestiture and other relief now being sought. In other words, closed towns would still have to be opened, illegally acquired theatres sold, etc.

Seek Addition to Suit

The government in the present action is seeking to make Theatre Enterprises a party to the suit and if it decides that the recent sales is similar to the transactions giving birth to Theatre Enterprises it would certainly repeat this attempt. Naturally, the motion would be opposed by the theatre owners.

Justice officials pointed out that anyone who buys or otherwise enters a company subject to anti-trust suit must be aware that he can be made party to the suit, and bound by the final judgment. Should the government decide to make the new owners party to the suit, Justice officials said, this decision need not serve as a precedent for similar action against all independent circuits controlling closed towns.

The case was first tried in 1945 and in October 1946, the Oklahoma court ruled for Griffith. The Supreme Court, however, on the government's appeal, found Griffith guilty and sent the case back to the district court to determine the damage done by Griffith's practices and to enter a decree giving the government appropriate relief.

The theatres which the government would divest would be either those acquired from a competitive exhibitor "as a result of the abuse of the circuit buying power of the corporate defendants," those acquired in a competitive situation as a result of the same abuses, theatres acquired to eliminate competitors, and at least one theatre in each closed town. The largest group for both chains would be in this latter category.

Short Subject

"Kilroy Returns"

(This Is America—RKO Pathe)

Out of an ex-"G.I.'s" return to the Europe he helped liberate, the producers of the current This Is America have turned out an unusually fine subject of its kind. "Kilroy Returns" is good entertainment and will have a memory-waking effect on millions of former G.I.'s.

In pilgrimage fashion, the subject takes the ex-G.I. and his bride back to the crucial locales of the war. The camera juxtaposes these familiar landmarks as they are today with flashbacks of them during the war shattered days of 1945. One of the film's many highlights is the revisit to Paris. Running time, 18 minutes.

Para. Decree

(*Continued from page* 1)

tres, and Fred Mohrhardt as treasurer of Paramount Pictures Corp.

Meanwhile the two new companies have applied for listing of common stock on the New York Stock Exchange, each applying to list 3,236,928 shares of common and 80,000 shares for conversion of convertible notes which are now held by Barney Balaban.

'Montana' Premiere

(*Continued from page* 1)

W. Bonner and state officials to plan the Montana "bonanza" world premiere and a state-wide series of special events which will be conducted in connection with the opening.

Prior to his departure for Warner studio at Burbank, where he will confer with studio executives, Blumenstock announced here the appointment of Bill Steege, former Fox Theatres official and pioneer showman, as general chairman of the premiere events.

Gov. Bonner was host last evening at a special screening of "Montana" for all heads of state departments, newspaper executives and radio and wire service representatives. The premiere is being made an official activity of the state.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 118 NEW YORK, U. S. A., TUESDAY, DECEMBER 20, 1949 TEN CENTS

Benny Voted Radio Poll Champ Again

Critics Give Bing Crosby Three Firsts for 1949

By GENE ARNEEL

For the second consecutive year Jack Benny was voted radio's Champion of Champions by radio editors and columnists participating in MOTION PICTURE DAILY'S 14th annual poll for *Fame*.

Jack Benny

The American newspaper and magazine radio writers also voted Benny radio's Best Comedian for 1949, an award which they also accorded him in last year's balloting.

Bing Crosby was voted second place in the Champion of Champions classification and was singled out for three first place awards—Best Master of Ceremonies, Film Personality Most Effective in Radio and Best Popular Male Vocalist. Crosby has won the latter three so often that he has practically established "squatter's rights." He finished third in the Champion of Champions division in the 1948 balloting, second to Fred Allen, who is off the air this year and did not place in the 1949 poll.

Gordon MacRae Winner

Theatre Guild on the Air was third in this year's championship class but, oddly, was rated second to Lux Radio Theatre by the critics in the voting for Best Dramatic Program.

Gordon MacRae, popular vocalist on the Railroad Hour, was singled out by the radio writers as Most Promising Star of Tomorrow. The Rail-

(*Continued on page 6*)

Complete Radio Poll Results on Page 7

Complete results of *Motion Picture Daily's* 14th annual Radio Poll for *Fame* are published on page 7 of this issue.

Additional photographs of first place winners appear on page 6.

'CURLEY' BAN HELD INVALID BY STATE COURT; CENSOR TEST OFF

NASHVILLE, Dec. 19.—The Memphis Board of Censors, headed by chairman Lloyd T. Binford, had no authority to ban the Hal Roach film, "Curley," because of the presence of Negro actors in the cast, the Tennessee Supreme Court here ruled today. The plaintiffs in the action were Roach and United Artists, as distributor, with the Motion Picture Association of America lending its support to the case.

However, the contention that the existence of the Board of Censors was invalid was not specifically ruled upon, the court finding that the plaintiffs could not question the validity of the act setting up the board because neither is an exhibitor, hence not denied freedom of speech.

Immediate opinion here is that the decision which lifts the ban on "Curley" will have the effect of thwarting the MPAA's plan to carry the case to the U. S. Supreme Court where a precedent ruling on the entire subject of the authority of state and city censor boards would be sought. The MPAA, it appears, may now switch its support to the "Lost Boundaries" suit in Atlanta where that film has been banned.

The Nashville ruling, read by Chief Justice A. B. Neil, stated: "While the board had no authority to disapprove the picture, this contention (the plaintiffs') being correct as a sound proposition of law, yet the appellant cannot maintain this suit because as a foreign corporation it was doing business in Tennessee without first complying with the laws of the state." Thus the Supreme Court reversed a lower court ruling on one count and upheld it on the second.

In Memphis, Binford declared that the Memphis censor board would ban no more films for racial reasons. "We will just have to pass these pictures," he said.

Orchids from Hawaii For 'Samson, Delilah'

Three thousand "Delilah" orchids, specially grown for the occasion by Flowers of Hawaii, Ltd., are being flown in by Pan-American Airlines from Hawaii, for distribution at the world premiere of Cecil B. DeMille's "Samson and Delilah," tomorrow evening at the Rivoli and Paramount theatres here.

American Airline stewardesses in the lobbies of the two theatres will

(*Continued on page 8*)

MPAA Keeps Alive Italian 'Lab' Plan

The building or buying of a film processing laboratory in Italy with blocked funds in conjunction with the planned activities of the Motion Picture Association of America's newly-established Informational and Advisory Unit is understood to be still under consideration, notwithstanding the fact that MPAA's weekend announcement of the unit's service set-up omitted mention of such a project.

(*Continued on page 8*)

Radio Not Fighting Back At Television, Editors Say

At a time when it should be fighting for its future, if not its very life, by introducing new program ideas, searching out new talent and fresh material and by correcting old failings, radio is taking television's thrusts without even putting up its dukes, continuing placidly on its placid course, apparently unconcerned that it may lead to oblivion.

That is the opinion of a majority of the radio editors and columnists of American newspapers and magazines who voted in MOTION PICTURE DAILY'S 14th annual radio poll for *Fame*.

Availing themselves of the opportunity afforded by the 1949 poll, the editorial radio critics aired their views of the current state of broadcast affairs in considerable volume and at impressive length.

Television, they conclude, offers radio a great opportunity as well as a crucial challenge. But in their opinion radio is ignoring both. The opportunity, they feel, is for radio to devise outstanding programs of strictly auditory appeal, programs which can be done better on radio than on television and which, if filched by the latter, never will be better for having left home.

But, the critics lament, they see no evidence of such an effort being made by radio. Program after program transfers from radio to television, or is shared by both, and radio's only answer is the introduction of another program, blood brother to the late departed.

The critics concede that there are

(*Continued on page 6*)

Para. Theatres Organized; Elect Officers

Goldenson, President; Gross, Vice-President

Formal organization of United Paramount Theatres has been completed here with Leonard Goldenson, president, and other officers already elected by the board of directors.

Leonard Goldenson

The circuit will begin actual operations wholly separated from Paramount Pictures Corp. on Jan. 1, at which time it will be comprised of 1,115 theatres, about 550 of which are in partnership with exhibitor affiliates throughout the country. Upon com-

(*Continued on page 8*)

Rodgers Lists 12 For First Quarter

M-G-M will release a minimum of 12 new pictures during the first four months of 1950, William F. Rodgers, sales vice-president, disclosed here prior to his departure for Miami and a vacation. The program, as now set up, does not include provision for "Battleground," which is being handled as a special pre-release, or "Blossoms in the Dust," planned as a re-

(*Continued on page 8*)

Elect John Balaban B. and K. President

John Balaban was elected president of Balaban and Katz at a special board of directors meeting held today in New York as a result of the Paramount divorcement. He succeeds Barney Balaban, B. and K. president since its inception.

Walter Immerman, Leonard Goldenson and Arthur Goldberg were elected vice-presidents, and Elmer Upton was elected secretary-treasurer.

COMPO Tax Assault Begins Here Today

Strategy and financing for the industry's united-front attack on the 20 per cent wartime Federal admission tax will be discussed today at Loew's home office by the tax sub-committee of the new Council of Motion Picture Organizations.

On hand will be sub-committee members Abram F. Myers, Oscar Doob, Jack Bryson, A. Julian Brylawski, Carter Barron, Rotus Harvey, Morton Sunshine and Art Faris.

Personal Mention

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, will arrive here today from the Coast.

•

JOCK LAWRENCE, executive vice-president of the J. Arthur Rank Organization here, will leave today by plane for Hollywood where he will screen a print of the British-made "Astonished Heart" for Universal-International executives and Production Code Administration's JOSEPH BREEN.

•

GLORIA GAMZON of Theatre Owners of America headquarters staff here, has announced her engagement to JULIAN EDWARD SCHIFF.

•

WILLIAM B. ZOELLNER, M-G-M reprints and short subjects sales manager, returned to his office yesterday from a vacation.

•

HERSCHEL MCCOY, M-G-M art director, will arrive here tomorrow from Europe.

SPYROS P. SKOURAS, president of 20th Century-Fox, returned from the Coast yesterday. While there he addressed the West Coast Division of the United Jewish Appeal Sunday night.

•

IRVING LESSER and SEYMOUR POE, president and secretary-treasurer, respectively, of Producers Representatives, Inc., have returned to New York from Hollywood.

•

OTTO PREMINGER, whose next picture for 20th Century-Fox is "Where the Sidewalks End," is in New York supervising production of background material.

•

DAVID O. SELZNICK and JENNIFER JONES (MRS. SELZNICK) have left New York for Hollywood, following their return from Europe.

•

GEORGE D. BURROWS, Monogram vice-president and treasurer, will leave Hollywood by plane tomorrow for New York.

Goldwyn Asks Others To Play Santa Claus

Hollywood, Dec. 19.—Samuel Goldwyn has asked his fellow workers in the film industry to join him in playing Santa Claus to Los Angeles' underprivileged children by contributing gifts to the Christmas party the producer is staging on Friday and Saturday at the United Artists Theatre. Gifts donated by industry workers will be added to those collected at 10 United Artists theatres and distributed to the youngsters who will view a continuous two-hour children's show.

MMPTA Is Backing Water Crisis Parley

By way of lending further aid to the drive for conservation of New York City's diminishing water supply, the Metropolitan Motion Picture Theatres Association will join tomorrow with scores of other civic and industrial groups here in an all-afternoon discussion of ways and means whereby conservation can be intensified. The meeting, to be held at the Woolworth Building, will be sponsored by the Commerce and Industry Association of New York.

City Water Commissioner Stephen J. Carney and Police Commissioner William P. O'Brien will address the parley. MMPTA is expected to be represented by its president, Leo Brecher, and its executive secretary, D. John Phillips.

MMPTA already has aided the drive through its member theatres' running of trailers and displaying lobby posters urging public cooperation.

Canning in Yamins Public Relations Job

HARTFORD, Dec. 19.—William S. Canning, associated with the Nathan Yamins Theatres in Fall River, Mass., for many years, has been promoted to manager of public relations for the circuit, assigned to the organization's Boston office. James W. McNamara, manager of the Capitol, Fall River, succeeds Canning as general manager of the Yamins' Fall River area theatres, with John J. McAvoy, Empire Theatre, Fall River, assistant manager, named manager of the Empire. Prior to his new appointment, Canning had been general manager of the Empire and supervisor of Yamins houses in the Fall River area.

U. A., United Calif. Deal Made Final

HOLLYWOOD, Dec. 19.—Papers finalizing the deal made last April whereby United Artists Theatres acquired half interest in United California Theatres were signed here last week. The exact number of theatres involved was not made public. Management of the theatres will not be disturbed, it was said.

Company Record Set For 20th's 'Fullback'

Twentieth Century-Fox's "Father Was a Fullback" has set a new company record for fast play-offs, it has been announced by Andy W. Smith, Jr., sales vice-president, with over 6,000 engagements recorded during its first 10 weeks of release. "Father Was a Fulback" was launched in October backed by a national showmanship contest, which ended on Dec. 4.

Currently, exhibitors over the country are submitting their campaigns to the company to be judged for $7,500 in prizes which will be awarded the winners. The national judges of the "All American Premiere Contest" are William Ainsworth, Si Fabian and Lou Little. Announcement of the winning campaigns is expected to be made in January.

Music Hall Books Third Warner Film

Warner Brothers' "Young Man with a Horn" has been scheduled to play Radio City Music Hall, the third Warner production to play the New York showcase since "Look for the Silver Lining." "Young Man" will probably precede the Music Hall's scheduled engagement of Warner's "Stage Fright" because of its earlier national release date.

2nd Kaufman-Raft Film

HOLLYWOOD, Dec. 19.—George Raft has joined with Joe Kaufman Productions, Inc., to co-produce "Montmartre," in which Raft will also star. This is the second picture scheduled on Kaufman's slate, and will follow "I'll Get You for This," another Raft starrer. Joe Newman will direct both. "Montmartre" is based on the magazine story by Doris Daniels. Kaufman will sail for Europe on the *Ille de France* on Dec. 29.

15,000 Theatres May Show Red Cross Film

HOLLYWOOD, Dec. 19.—Industry cooperation with the American Red Cross 1950 fund campaign is expected to be accorded by approximately 15,000 theatres which will volunteer to show the special appeal trailer.

Joe Weil, campaign liaison, left here for New York today by plane after completion of the Bing Crosby scenes for the trailer, made by Paramount.

Elson Resigns and Girden Assumes Post

Norman W. Elson, vice-president and director of Trans-Lux Corp., and vice-president of theatre operations of Trans-Lux Theatre Corp., has announced his resignation. His new affiliation will be announced shortly.

William M. Girden, president of Trans-Lux Corp., and vice-president of all theatre subsidiary companies, will assume Elson's duties.

Berg-Allenberg and Wm. Morris Merge

HOLLYWOOD, Dec. 19.—Merger of Berg-Allenberg, Inc., and the William Morris Agency has been announced by the former.

Merger combines the motion picture representation of Berg-Allenberg with the worldwide operations of the Morris Agency in all fields, particularly television.

QP Party Tomorrow

Executives and employes of Quigley Publications' editorial, advertising, circulation and business departments here will gather at Rosoff's Restaurant tomorrow evening for their annual Christmas dinner party. Harry Anastasia of circulation is chairman of arrangements.

Sidney Lust in Santa Role for 14th Year

WASHINGTON, Dec. 19.—Sidney Lust's six theatres in nearby Prince Georges and Montgomery counties, Md., were given over at the weekend for the 14th consecutive year to the gathering of food and toys for distribution at Christmas to needy families and children. Admission to the regular film shows was a can of food or a small toy, and a number of civic organizations cooperated with Lust by donating door prizes.

FC Will Distribute 'Rapture' Worldwide

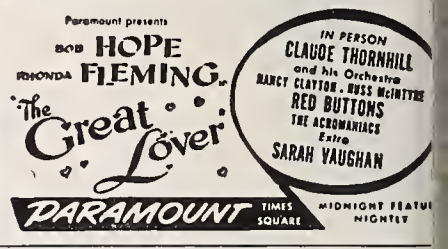
"Rapture," English-language film recently completed in Rome, will be distributed internationally by Film Classics, it was announced jointly yesterday by B. G. Kranze, sales vice president for FC, and Robert Goelet Jr., of Goldridge, Inc., which made the picture.

Four Exhibitors and Neal Will Produce

HOLLYWOOD, Dec. 19.—Exhibitors Neil Beenzley, Sam Langwith, E. D. Erwin, Mark Price and film producer Stanley Neal today formed Broadway Productions, Inc., to produce feature pictures for theatres.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW



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Reneges on Probe Of Plantaganet Co.

LONDON, Dec. 19.—Alfred Kerstein, a director of Plantaganet Films who made the original application for a Board of Trade investigation of the company, producer of "Give Us This Day," now wishes to withdraw his request, it was learned today.

However, the government's Film Finance Corp., which advanced the first money for the production, approximately $370,000, states that Kerstein had good grounds for originating an investigation. Consequently, FFC is momentarily uncertain what course to follow now.

Nat Bronsten and Rod Geiger, the latter an American, were co-producers of the picture, which was brought in over budget. Guarantors of the end money reportedly balked at putting up more without improving their position with respect to repayment from the film's earnings. Eagle-Lion is distributing the picture in the Western Hemisphere.

Warner Promotes Lewis

Salesman J. G. Lewis of Warner Brothers office in Liverpool, England, has been promoted to branch manager of that office, according to cabled advice received here at the company's home office. Lewis succeeds Len Leonard.

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Short Subject

"A Chance to Live"

(*March of Time—20th-Fox*)

The latest in the March of Time series examines the self-governing Boys' Republic at Santa Marinella near Rome, showing how the institution, founded by a kindly Irish priest, has done much to rescue boys from delinquency and worse. The film was shot entirely in Italy and the cameras have done a good documentary job.

The subject follows a young boy named Carlo, as he comes from the streets to the Boys' Republic and in time is prepared for a useful life. Along the way there are little bits of drama as the boy at first resists all rehabilitating efforts. Running time, 18 minutes.

Stage Unions Settle Dispute at Empire

LONDON, Dec. 19.—A talent union jurisdictional dispute which threatened to upset plans for the Dec. 26 opening of M-G-M's Empire Theatre here with its new policy of films plus elaborate stage shows was averted today.

The Variety Artists Federation, acknowledged by the Cinematograph Exhibitors Association to be the appropriate union to exercise jurisdiction over stage show talent in film theatres, was challenged by Equity in this instance because 47 of 54 girls in the Empire's show are members of the latter union. An impasse was averted when VAF, although insisting it is the appropriate union to represent cine-variety shows, conceded that Equity's contract form may be used by Equity members.

The decision is regarded as important in view of the fact that other large theatres here are closely watching the Empire's experiment before embarking on large-scale stage shows themselves.

Olcott, 76, Pioneer Director, Dies

HOLLYWOOD, Dec. 19.—Funeral services were held here today at Hollywood Cemetery Chapel for Sidney Olcott, 76, famed director of the silent era who died Friday after a short illness.

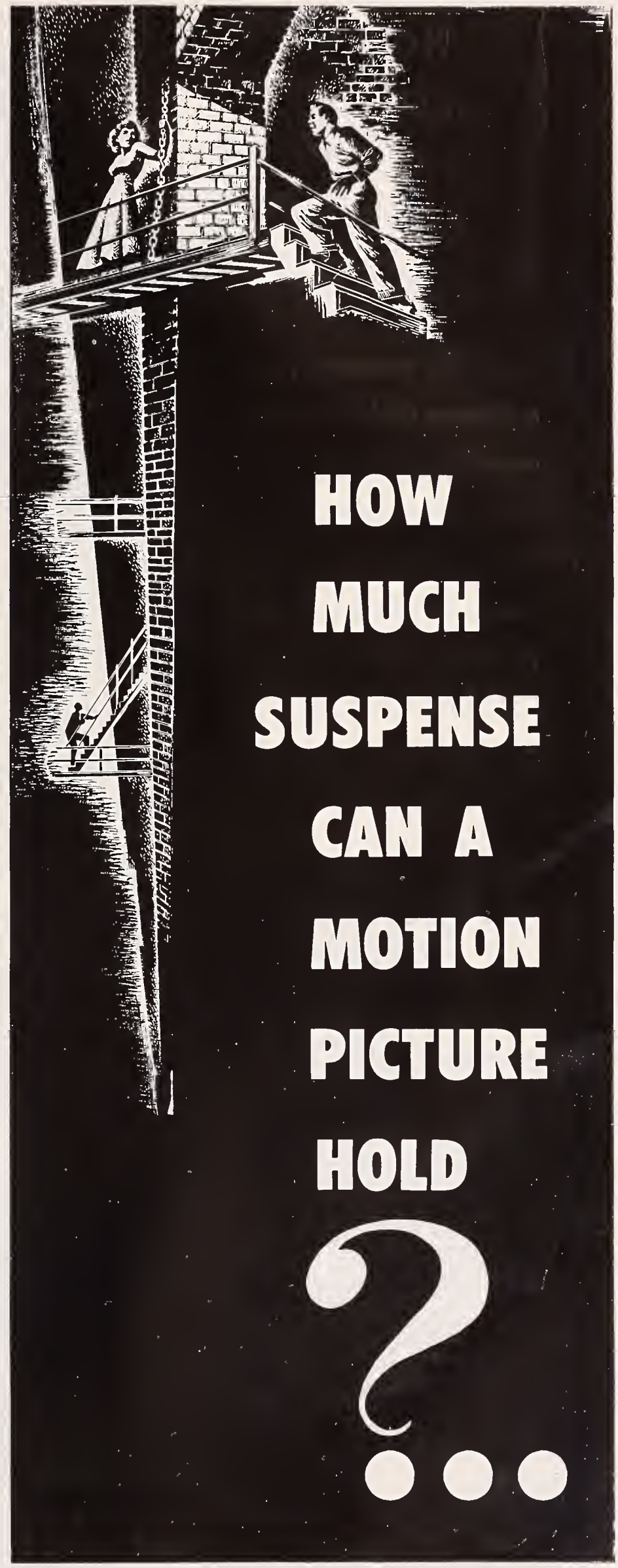
Olcott started in pictures in 1905 with the Mutoscope Co. in New York. Among the many early stars whose films he directed are Rudolph Valentino, Mary Pickford, and Gloria Swanson.

Edwards, Kodak Official

Kenneth H. Edwards, 54, an advisor on films to Eastman Kodak of Rochester, died here Friday of a heart attack. Known widely in the audio-visual field, Edwards served as an advisor on material used by the State Department and the American Library Association. He was a member of the Film Council of America. Edwards, who joined Eastman Kodak in 1928, also produced, directed and wrote films.

9 'Ciscos' to Devonshire

BOSTON, Dec. 19.—Devonshire Film Co. has acquired domestic distribution rights to the nine "Cisco Kid" pictures formerly released by Monogram.



How much suspense can a motion picture hold?

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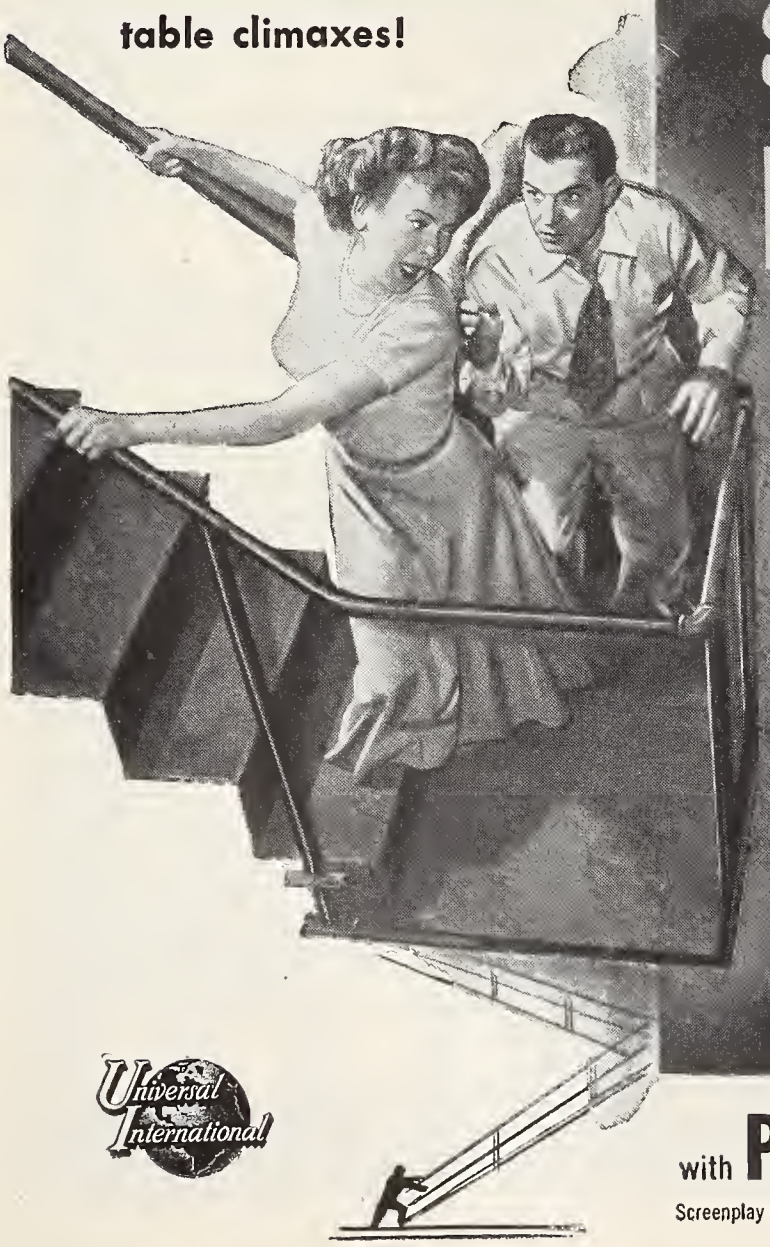
Here is suspense . . . that builds and builds like the pounding beat of an excited heart to one of the screen's most unforgettable climaxes!



Ida
LUPINO

Howard
DUFF

Stephen
McNALLY

Woman in Hiding

with **PEGGY DOW · JOHN LITEL · TAYLOR HOLMES**

Screenplay by OSCAR SAUL • Directed by MICHAEL GORDON • Produced by MICHEL KRAIKE • A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Canadian Industry Faces Policy Shifts As McLean Departs

OTTAWA, Dec. 19.—There is widespread speculation here that the retirement of the Canadian government film commissioner and head of the National Film Board, Ross McLean, when his three-year contract expires on Jan. 9 may bring some important changes in policies affecting the motion picture industry and television operations in Canada.

It is known that motion picture production is expected to expand greatly in Canada in the coming year not only in the documentary field or short subjects, but in feature pictures as part of an overall scheme to save U. S. dollars by cutting down on such imports as far as possible. Then again, it is hoped to start a well-founded film industry in Canada, with both British and U. S. producers being encouraged to engage in such operations in this country. In fact, the activities of Michael Powell and Emeric Pressburger in probing the possibilities of establishing a production company in Canada in 1950 and perhaps shift their production work here from Britain are considered merely as a forerunner of other British producers starting in Canada shortly on moderate scales.

In addition, private film producers in Canada are known to be resentful of the publicly-owned National Film Board's request to the Massey Commission now probing films, television, etc., that the film agency of the government should be established as a Crown corporation and be allowed to be the principal production agency for television programs. They feel that any such move would hurt private enterprise, create unfair competition and almost "nationalize" television operations.

Those in Canada who favor films and television being left to private industry are critical of any move by the National Film Board to get complete public control of such operations. Consequently, the report of the retirement of McLean and the anticipated other resignations from the board shortly are considered here to be foreshadowing some important changes of policies.

Confirm Irwin Appointment

OTTAWA, Dec. 19.—Reconstruction Minister Winters has officially confirmed the appointment of W. Arthur Irwin, editor of *McLeans Magazine*, as Commissioner of the National Film Board for a two-year period at $15,000 a year, replacing Ross McLean whose three-year term expires Jan. 9.

Legion Reviews 8; All Are Approved

Seven additional films have been reveiwed by the National Legion of Decency. In Class A-I are Columbia's "Girl's School" and Monogram's "Lawless Code," "Master Mind," "Riders of the Dusk" and "Wolf Hunters." In Class A-II are Columbia's "Bodyguard," and Warners' "Chain Lightning."

Delay Buffalo 20th Meet

BUFFALO, Dec. 19.—Sales meeting planned for today at 20th Century-Fox's Buffalo branch, with Martin Moskowitz, division sales manager, presiding, has been postponed until Jan. 4.

Review

"Son of a Badman"

(Lippert Productions)

ACTION and plenty of it is provided in this Lash La Rue-Fuzzy St. John Western. La Rue is the whip-cracking he-man, St. John provides the comedy relief and Noel Neill is the pretty gal who makes this cowboy picture complete. A Ron Ormond production, the original screen story was written by Ormond and Ira Webb and directed by Ray Taylor.

Lash and Fuzzy, U. S. Marshal and deputy, respectively, escape an ambush set for them outside Star City and ride into town to discover that business is being menaced, and terror spread, by a bandit gang led by a mysterious "El Sombre." After extensive adventuring and exciting conflicts, La Rue discovers that the handsome town dentist, son of an ex-badman, is "El Sombre," and puts an end to everyone's fear. Michael Whalen plays the part of "El Sombre."

Running time, 64 minutes. General audience classification.

Second B. B. C. Video Station Operating

LONDON, Dec. 19.—British Broadcasting Company's second television transmitting station was opened at Sutton Coldfield, 10 miles north of Birmingham, on Saturday after an eight-minute delay due to a technical hitch.

Excellent reception was reported on ordinary domestic sets within a 110-mile range, easily a record for here. Dealers in the area already report an enormous Christmas demand for new sets. The new transmitter is claimed to be the most powerful ever built and BBC estimates it will add another 6,000,000 potential viewers to Britain's television audience. There were 188,350 licensed sets at the end of October, with a potential audience of about 1,000,000.

The new station will take its programs from London by both coaxial cable and radio link.

UA Premiere to Aid Hellinger Heart Fund

World premiere of United Artists' "Champagne for Caesar," to be held on Feb. 5 at the Mark Hellinger Theatre here, will be a benefit performance for the 1950 campaign of the New York Heart Association and for the Mark Hellinger Foundation, which plans to award fellowships for heart disease research in memory of the late screen writer, producer and columnist.

The invitational premiere of the picture, which stars Ronald Colman and Celeste Holm, will be preceded by a champagne and caviar party in the lobby. Donors to the Hellinger Fund who pay from $200 to $500 for a pair of tickets will have plaques attached to their seats.

$1,037,431 Collected For Coast Appeal

HOLLYWOOD, Dec. 19.—Industry's fifth annual United Appeal has announced subscriptions totalling $1,037,431, with fund-raising activities continuing. Last year's total was $1,031,582. This year's goal is $1,350,000.

AMPA Gets Harrison

Film star Rex Harrison will be among the guests who will attend the annual Christmas luncheon of the Associated Motion Picture Advertisers at Town Hall here tomorrow. Other celebrities who will be on hand include Tex McCrary and Jinx Falkenburg, Faye Emerson, Boris Karloff, Denise Darcel, Harriet Frohman and Bernard Frank.

Value of Video Films Cited in E-K Booklet

Eastman Kodak's motion picture film department points out in the foreword of a new, 56-page booklet on "The Use of Motion Picture Films in Television," issued by the company, that new television stations and new audiences find repeat performances practically as satisfactory as the original performance. Hence, "motion pictures furnish such repeat programs for general distribution to all television stations and in particular provide program service for all affiliated stations of a given network which may not be connected to the physical network, as for instance by coaxial cable or radio relay."

Experience has demonstrated, the booklet points out also, "that motion picture production with planned procedure and with the use of proper techniques can give high quality sound films for television use at a very nominal cost."

Pine and Thomas End 'Captain China' Tour

Producers William Pine and William Thomas returned to Hollywood yesterday following a three-week tour of 12 key cities in conjunction with the forthcoming release in February of "Captain China."

In each town they met with exhibitors, did radio and newspaper interviews, and appeared as guest speakers at numerous affairs. They visited Toronto, New York, New Haven, Albany, Indianapolis, Cincinnati, Washington, Charlotte, New Orleans, Memphis, Omaha and Denver.

Four UA Pictures Acquired by Astor

Astor Pictures has acquired world rights to four former United Artists releases, Robert M. Savini, Astor president, has announced.

The films are: "Delightfully Dangerous," with Jane Powell and Ralph Bellamy; "The Bachelor's Daughters," with Gail Russell and Adolphe Menjou; "Bedside Manner," with John Carroll and Ruth Hussey, and "Christmas Eve," with George Raft and Joan Blondell."

Hayward to Produce

HOLLYWOOD, Dec. 19.—Louis Hayward, now working in Columbia's "Fortunes of Captain Blood," has incorporated himself under the name of Associated Film Artists and plans to co-finance two foreign productions in which he will star and act as co-producer.

Conn. Theatres Face New Minimum Wage

Hartford, Dec. 19. — A broader minimum wage program for Connecticut, with a 75-cents-an-hour minimum as the yardstick, has been agreed upon by Gov. Chester Bowles and State Labor Commissioner John J. Egan.

Minimum wages already set in four fields covering some 150,000 employes will be resurveyed to see if wages need a boost. New areas, including theatres, pool rooms, bowling alleys, camps, lodging houses and restaurants, will be explored.

New Company Will Service Drive-ins

CAMDEN, N. J., Dec. 19.—Announcement has been made here of the formation of the Drive-in Theatre Service Co., with headquarters in Camden, offering a range of services in connection with the planning, building and operation of drive-ins.

Partners in the new enterprise are W. W. Smith and V. C. Smith, who are said to have pioneered in the development of the first drive-in theatre years ago. S. Herbert Taylor is associated with them as engineering consultant. The three have been active in the engineering of over 350 drive-ins since the early days of the industry.

Services offered by the company to prospective builders include assistance in site selection, preliminary plans, grading, engineering, landscaping, selection of equipment, concession arrangements, personnel training, advance publicity and the sale or purchase of locations and completed theatres.

Publicists Election Is Ordered on Coast

HOLLYWOOD, Dec. 19.—The National Labor Relations Board has ordered an election to be held within 30 days to determine whether the Screen Publicists Guild, unaffiliated, or the Motion Picture Publicists Association, IATSE, shall become sole collective bargaining agent for film publicity men. Election will be confined to publicists employed in major studios. Exact date for the vote will be set when representatives of both factions meet this week.

Give Awards Tonight

HOLLYWOOD, Dec. 19.—June Haver and Kirk Douglas will receive this year's "Golden Apple" awards presented yearly by the Hollywood Women's Press Club to the actor and actress they vote most cooperative with the working press. The "Verbal Needle"—for the most uncooperative actor and actress—goes to Humphrey Bogart and Hedy Lamarr, it was announced. The awards will be presented today in the Beverly Hills Club.

Quits Sales for Theatres

CHICAGO, Dec. 19.—Michael Ford, M-G-M salesman here for the past seven years, has resigned to take over operation of the theatres formerly owned by his brother, the late Frank Ford. The houses are the State and Sterling, Sterling, Ill., and the Strand, Rock Falls, Ill.

Radio Poll

(*Continued from page* 1)

road Hour, understandably, regards him as a star of today, but the critics apparently think there are even better things than today's in store for him.

Chicago's up-and-coming Dave Garroway gave MacRae an interesting race in the Star of Tomorrow division, finishing a close second. Mario Lanza was third.

The indestructible Bob Hope came next to Benny in the Best Comedian classification, followed by Henry Morgan.

Eve Arden, another favorite of earlier polls, was voted Best Comedienne, running well ahead of Joan Davis, who edged out Marie Wilson for second place.

Fibber McGee and Molly repeated in the Best Comedy Team class, winning out easily over Dean Martin and Jerry Lewis, who took second, and George Burns and Gracie Allen, who finished third.

Godfrey Repeats

Arthur Godfrey was out in front in the Best Daytime Program division and tied with Groucho Marx for second place, behind Crosby, in the Best Master of Ceremonies voting. Groucho's You Bet Your Life program was voted Best Quiz Show for the second consecutive year. Running it a close second, however, was 20 Questions.

James Melton romped away once more with Best Classical Male Vocalist honors. Following him was Ezio Pinza, "Mr. South Pacific," whose guest appearances on various programs apparently were sufficient to place him ahead of Robert Merrill, an erstwhile favorite in this division, who placed third.

Dinah Shore again was out in front in the 1949 balloting as Best Popular Female Vocalist. Doris Day and Jo Stafford, running neck-and-neck to the end, were tied for second place.

Dorothy Kirsten Wins

Dorothy Kirsten won easily as Best Classical Female Vocalist, having a substantial margin over Bidu Sayao and Rise Stevens, who finished in a tie for second.

Don Wilson, another repeater from earlier polls, was voted Best Studio Announcer, winning handily. Harlow Wilcox edged out Ben Grauer for second.

Columbia's Edward R. Murrow retained his place in the critics' esteem as Best News Commentator or Analyst for another year. Lowell Thomas and Walter Winchell, finishing in that order, ran an extremely close race. Thomas's recordings from Tibet, mentioned specifically by many critics as outstanding of their kind, apparently made the difference in the results.

Stern Tops Sportscasters

Bill Stern, who has been voted Best Sportscaster in every MOTION PICTURE DAILY-*Fame* poll, retained his laurels for another year. Mel Allen was second and Red Barber third, reversing their standings in last year's poll.

Guy Lombardo, another in the 14-year-old poll's perennial favorites, returned to first place as Best Dance Band, after having yielded the top spot to Vaughn Monroe last year. Monroe finished second in this year's poll, well ahead of Tommy Dorsey, third.

America's Town Meeting of the Air was the critics' choice for Best Educational Program, with Invitation to Learning a strong second. Meet the Press, discontinued by NBC, was the critics' choice for third place, ahead of a dozen other programs in that category still on the air.

Suspense and Sam Spade, which finished in one-two order in the 1948 poll, repeated this year in the Best Mystery Show class. Dragnet was third.

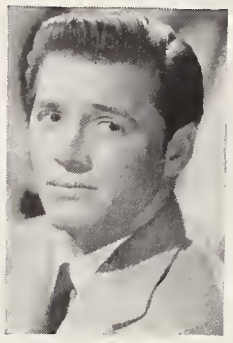
The Telephone Hour walked away from all competition in the Best Musical Show division. Fred Waring's show and the Railroad Hour tied for second, giving NBC a clean sweep of the musical classification. The Firestone program, also NBC, was an extremely close fourth in the division, but only the first three places are counted in this year's poll.

Truth or Consequences repeated earlier performances by being voted first again in the Best Audience Participation show division. People Are Funny beat out Stop the Music for the runner-up position.

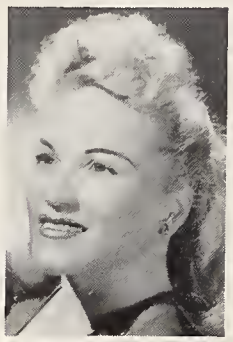
Living—1949, an NBC sustaining program, was voted Best Public Service Program.

Radio Champions for 1949

Bing Crosby



Gordon MacRae



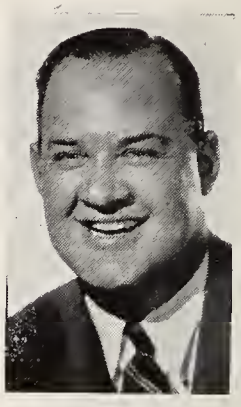
Dorothy Kirsten

Groucho Marx

Bill Stern

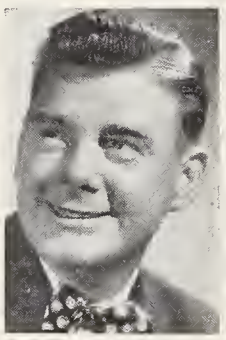
Guy Lombardo

Fibber McGee and Molly



Don Wilson

Dinah Shore



Arthur Godfrey

Eve Arden

James Melton

Edward R. Murrow

Radio Editors

(*Continued from page* 1)

obstacles to the adoption by radio of many of their recommendations. It is no simple assignment, they admit, to please the public and also the critics. Apparently, neither of them want the same in radio entertainment but, the critics contend, radio sets standards for itself which are too low.

The continuing popularity of give-aways and soap operas, they observe, indicates that radio may be right and the critics wrong. Still, that should not mean that radio must encourage such tastes as freely as it does, the critics feel.

Program "raiding" came in for some bitter remarks from the radio editors. The "snatches" are no valid substitute for the development of a network's own potentialities or of new program ideas or for new talent grooming, they aver. Raiding is a manifestation of fear of television in radio's camp, the critics believe, and they hold that it offers no protection against the source of that fear.

The old, familiar complaints of the editors remain. There is too much violence and murder, too much suggestive material, too much bad grammar and diction for young ears. Assailing older ears are too many commercials of all kinds, and too many banal ones; too many similar programs on all networks and too many of the same kind scheduled for the same nights.

Praise MBS, ABC

There are not enough programs offering mental stimulation; not enough providing good music, the critics say. Mutual and ABC, however, were praised by many for their special events broadcasts and sports coverage. Radio should adhere less to formula and indulge itself more in experimentation if it has any intention of meeting the challenge of television, the critics believe.

Complete Results of 1949 Fame Radio Poll

THE complete list of first, second and third place winners of the 26 classifications in MOTION PICTURE DAILY'S *14th annual Radio Poll for Fame, as selected by radio editors and columnists of American newspapers and magazines, are presented herewith. Sponsors, agencies, networks and broadcast time (E. S. T.) are given for first place winners, networks only for others.*

CHAMPION OF CHAMPIONS

1. Jack Benny Show (American Tobacco—Batten, Barton, Durstine & Osborn — CBS, Sundays, 7:00 P.M.)
2. Bing Crosby Show (CBS).
3. Theatre Guild on the Air (NBC).

MOST PROMISING STAR OF TOMORROW

1. Gordon MacRae (The Railroad Hour-Association of American Railroads (Benton & Bowles—NBC, Mondays, 8:00 P.M.).
2. Dave Garroway (NBC).
3. Mario Lanza (Guest spots).

BEST COMEDIAN

1. Jack Benny (American Tobacco—Batten, Barton, Durstine & Osborn—CBS, Sundays, 7:00 P.M.).
2. Bob Hope (NBC).
3. Henry Morgan (NBC).

BEST COMEDIENNE

1. Eve Arden (Our Miss Brooks—Colgate - Palmolive - Peet — Ted Bates & Co.—CBS, Sundays, 6:30 P.M.).
2. Joan Davis (CBS).
3. Marie Wilson (CBS).

BEST COMEDY TEAM

1. Fibber McGee and Molly (Johnson's Wax—Needham, Louis & Brorby—NBC, Tuesdays, 9:30 P.M.).
2. Dean Martin and Jerry Lewis (NBC).
3. Burns and Allen (CBS).

BEST MASTER OF CEREMONIES

1. Bing Crosby (Liggett & Myers—Newell-Emmett Co.—CBS, Wednesdays, 9:30 P.M.).
2. Arthur Godfrey (CBS) and Groucho Marx (CBS), tied.

FILM PERSONALITY MOST EFFECTIVE IN RADIO

1. Bing Crosby (Liggett & Myers—Newell-Emmett Co.—CBS, Wednesdays, 9:30 P.M.).
2. Ronald Colman (Guest spots).
3. Lionel Barrymore (M-G-M Radio Attractions) and Bob Hope (NBC), tied.

BEST POPULAR MALE VOCALIST

1. Bing Crosby (Liggett & Myers—Newell-Emmett Co.—CBS, Wednesdays, 9:30 P.M.).
2. Perry Como (NBC).
3. Frank Sinatra (NBC).

BEST POPULAR FEMALE VOCALIST

1. Dinah Shore (Procter & Gamble—Dancer, Fitzgerald & Sample—CBS, Monday through Friday, 7:15 P.M.).
2. Doris Day (NBC) and Jo Stafford (Guest spots), tied.

BEST CLASSICAL MALE VOCALIST

1. James Melton (Harvest of Stars — International Harvester — McCann-Erickson — NBC, Sundays, 5:30 P.M.).
2. Ezio Pinza (Guest spots).
3. Robert Merrill (NBC).

BEST CLASSICAL FEMALE VOCALIST

1. Dorothy Kirsten (Light Up Time—American Tobacco—Batten, Barton, Durstine & Osborn—NBC, Monday through Friday, 7:00 P.M.).
2. Bidu Sayao (Guest spots) and Rise Stevens (Guest spots), tied.

BEST STUDIO ANNOUNCER

1. Don Wilson (Jack Benny Show—American Tobacco—Batten, Barton, Durstine & Osborn—CBS, Sundays, 7:00 P.M.).
2. Harlow Wilcox (Fibber McGee & Molly, NBC, and Suspense, CBS).
3. Ben Grauer (NBC).

BEST NEWS COMMENTATOR OR ANALYST

1. Edward R. Murrow (Franco-American—Ward Wheelock Co.—CBS, Monday through Friday, 7:45 P.M.).
2. Lowell Thomas (CBS).
3. Walter Winchell (ABC).

BEST SPORTSCASTER

1. Bill Stern (Colgate-Palmolive-Peet—Sherman & Marquette — NBC, Fridays, 10:30 P.M.).
2. Mel Allen (Special sports events).
3. Red Barber (CBS).

BEST SYMPHONIC ORCHESTRA

1. NBC Symphony (Sustaining, Saturdays, 6:30 P.M.).
2. New York Philharmonic (CBS).
3. Boston Symphony's "Pops" Concerts (NBC).

BEST DANCE BAND

1. Guy Lombardo (Sustaining, MBS, Saturdays, 9:30 P.M.).
2. Vaughan Monroe (CBS).
3. Tommy Dorsey (Pick-ups) and Les Brown (Bob Hope Show, NBC), tied.

BEST DAYTIME PROGRAM

1. Arthur Godfrey (Wildroot—Batten, Barton, Durstine & Osborn; Lee Pharmacal—Dancer, Fitzgerald & Sample; National Biscuit—McCann-Erickson; Gold Seal—Campbell-Mithun; Liggett & Myers—Newell-Emmett; CBS, Monday through Friday, 10:15 A.M.).
2. Fred Waring (NBC).
3. Against the Storm (MBS, discontinued).

BEST DRAMATIC PROGRAM

1. Lux Radio Theatre (Lever Brothers—J. Walter Thompson—CBS, Mondays, 9:00 P.M.).
2. Theatre Guild on the Air (NBC).
3. NBC Theatre.

BEST EDUCATIONAL PROGRAM

1. America's Town Meeting (Co-operative sponsorship, ABC, Tuesdays, 8:30 P.M.).
2. Invitation to Learning (CBS).
3. Meet the Press (NBC, discontinued).

BEST MYSTERY SHOW

1. Suspense (Electric Auto-Lite—Newell-Emmett—CBS, Thursdays, 9:00 P.M.).
2. Adventures of Sam Spade (NBC).
3. Dragnet (NBC).

BEST MUSICAL SHOW

1. The Telephone Hour (Bell Telephone System—N. W. Ayer & Son—NBC, Mondays, 9:00 P.M.).
2. Fred Waring Program (NBC) and Railroad Hour (NBC), tied.

BEST QUIZ SHOW

1. You Bet Your Life (Elgin American—Weiss & Geller—CBS, Wednesdays, 9:00 P.M.).
2. Twenty Questions (MBS).
3. Sing It Again (CBS) and Who Said That? (NBC), tied.

BEST AUDIENCE PARTICIPATION PROGRAM

1. Truth or Consequences (Procter & Gamble — Compton Advertising—NBC, Saturdays, 8:30 P.M.).
2. People Are Funny (NBC).
3. Stop the Music (ABC).

BEST PUBLIC SERVICE PROGRAM

1. Living—1949 (Sustaining, NBC, Sundays, 4:00 P.M.).
2. America's Town Meeting (ABC).
3. We the People (NBC).

BEST NETWORK PUBLICITY SERVICE

1. Columbia Broadcasting System.
2. National Broadcasting Company.
3. American Broadcasting Company.

BEST INDIVIDUAL PUBLICITY SERVICE

1. J. Walter Thompson Co.
2. N. W. Ayer & Son.
3. David O. Alber Associates.

Editors Vote CBS and J. W. Thompson Publicity Services Best in 1949 Poll

According to long-established custom in connection with the 14-year-old *Motion Picture Daily* annual radio poll for *Fame*, ballots mailed to the American newspaper and magazine radio editors and columnists invited voters to designate the network and individual organization which rendered them the best publicity service during the year. Voting in this category, year in and year out, is close with winners being decided by the smallest of margins and first place inevitably changing ownership frequently.

George Crandall

Albert Durante

In the 1949 poll, the voters designated Columbia Broadcasting System's publicity services the best of the networks, and the J. Walter Thompson agency the Best Individual Publicity Service. National Broadcasting Co. was voted first in the 1948 poll, second this year. J. Walter Thompson also won last year in its category. George Crandall heads the CBS department; Albert Durante the Thompson agency's department. ABC was third in the network division this year, while N. W. Ayer & Son and David O. Alber Associates finished in that order in the individual classification.

CBS Programs Get 14 of 25 'Firsts'

Columbia Broadcasting System's "raiding" excursion of a year ago apparently paid off in programs and performers won over to the network which rank as "tops" in the opinion of American newspaper and magazine radio editors and columnists who voted in MOTION PICTURE DAILY'S 1949 radio poll for *Fame*.

CBS garnered 14 of the 25 first place classifications in this year's poll. Last year it had eight firsts, running second to National Broadcasting Co., which had 10. NBC wound up with nine first places in this year's poll. American Broadcasting Co. had one first, and Mutual Broadcasting System one.

NBC garnered 13 second places, with one a tie, to CBS's eight, one a tie. ABC and MBS had one second place each. NBC had 14 third place winners to CBS's five, both networks figuring in two ties apiece in that ranking. ABC had two third places, MBS one.

Public Likes Crime, Critics Denounce It

Difference in critics' and popular tastes are most notable in the comedy and mystery or crime categories, a comparison of the critics' choices in the MOTION PICTURE DAILY-*Fame* poll with recent Nielsen ratings discloses.

High on the Nielsen list but not on the critics' list are programs such as My Friend Irma, Edgar Bergen, Amos 'n' Andy, Inner Sanctum, Mystery Theatre, Crime Photographer and This Is Your F.B.I. One of the critics' most often repeated criticisms of radio is what they term an overabundance of crime material on the air.

Para. Theatres

(*Continued from page* 1)

pletion of its partnership dissolutions and divestiture program by March 3, 1952, United Paramount figures to number about 600 houses as 100 per cent-owned.

Other officers elected by the board are: Walter Gross, vice-president and general counsel; Robert H. O'Brien, secretary-treasurer; Si Siegle, comptroller; J. L. Brown, assistant treasurer.

At a board meeting sometime in 1950, Robert M. Weitman and Edward L. Hyman are slated to be elected to vice-presidencies. United Paramount's original plan for organization called for the initial election of only one vice-president and for this reason the official appointment of Weitman and Hyman has been deferred.

Two Divisions Here

Weitman will be the home-office executive contact with all of the company's theatres in the South, border to border, and Hyman will have the same assignment in the North, the circuit to be divided into only two divisions for the purpose of home office supervision.

Formal organizational board meeting took place here last Wednesday and while no specific effort was made to keep the election of officers from public notice, key executives apparently were pressed with other business since, with the result that no announcement was made. Goldenson and Gross, for example, were in Washington last week for consultations with the Department of Justice on the progress being made in complying with the Paramount consent decree which provides for the separation of the two companies. The first board meeting of Paramount Pictures Corp. is slated to be held this week.

The board of directors consists of the following: Goldenson, O'Brien, Gross, John A. Coleman, broker and former chairman of the board of governors of the New York Stock Exchange; E. Chester Gersten, president of the Public National Bank and Trust Co., New York; William T. Kilborn, president of Flannery Bolt Co., Pittsburgh, and Walter Marshall, president of Western Union Telegraph Co.

Progress Called 'Remarkable'

Since March 3, Paramount has made remarkable progress in reorganizing its huge network of theatre affiliations under Goldenson's direction. Partnerships dissolved since that time were with Robert Wilby and H. F. Kincey, E. V. Richards, Jr., Hunter Perry, M. A. Lightman and Frank Walker, with the total of theatres involved numbering close to 450.

That so much has been accomplished in such a brief period is regarded as "fantastic progress" in trade circles. Although only a little more than nine months have passed, Paramount already is well into the second year of the three-year divestiture and dissolution schedule called for by the decree.

Review

"Chinatown at Midnight"

(Columbia)

THE customers will find "Chinatown at Midnight" the usual crime story with the killer eventually apprehended by death and justice at the same time. Seymour Friedman was adequate in his direction of this Sam Katzman production.

Hurd Hatfield heads the cast as the thief working in San Francisco's Chinatown. His stolen goods are distributed through an interior decorator's art shop run by Jacqueline De Wit. When he murders two innocent victims during a stickup, he hides out in a cheap hotel but is tracked down, and, during a chase across rooftops, is fatally wounded.

Other players include Tom Powers, Ray Walker and Ross Elliott as police officers who investigate the case. The original story was written by Robert Libott and Frank Burt.

Running time, 67 minutes. General audience classification. For January release.

Orchids from Hawaii

(*Continued from page* 1)

distribute a "Delilah" orchid to each lady who attends the premiere.

The two-theatre premiere is being conducted on an unreserved-seat, first-come-first-served basis. Tickets have been on sale for the past week at special booths in the Rivoli and Paramount. Seats are no longer available at the former.

Rodgers Lists 12

(*Continued from page* 1)

print for the new year.

The number of releases is the same as for the first four months of 1949. For 1950, it is planned to distribute three pictures a month as compared to three pictures each for January and February, two in March and four in April of this year.

For January, 1950, M-G-M's trio will be headed by "Malaya" and followed by "Ambush" and "East Side, West Side," in that order. During February, there will be "Intruder in the Dust," "Side Street" and "Key to the City," in that sequence. In March there will be "Nancy Goes to Rio," in Technicolor, with "Black Hand" and "Conspirator" following.

Then, in April, "The Yellow Cab Man" will top the list which includes "Shadow on the Wall" and "The Outriders," in Technicolor.

MPAA, Italian 'Lab'

(*Continued from page* 1)

The Unit's services are designed to aid foreign producers in a variety of ways and to acquaint them with the Production Code and its operation. Building or buying of a laboratory in Italy, it is expected, would not be a wholly American venture. One suggestion that has been offered calls for Italian ownership of the major share and American ownership of about 48 per cent, with American control.

Sugarman to Columbia

Les Sugarman, formerly a reporter on *The Exhibitor,* has joined the publicity staff of Columbia Pictures here.

"Scores with such impact that Warner Bros. may find most of the Academy Awards nestling in their basket. Richard Todd promises to be the most meteoric sensation of 1950 or any other year!"

HAROLD HEFFERNAN — Bell Syndicate

STARRING RONALD REAGAN · PATRICIA NEAL · *And a Great New Star* RICHARD TODD

DIRECTED BY VINCENT SHERMAN SCREEN PLAY BY RANALD MacDOUGALL

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 119 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 21, 1949 TEN CENTS

Berle Voted Four 'Firsts' In Video Poll

Garroway, Montealegre Named 'Most Promising'

By GENE ARNEEL

Milton Berle was handed added substance for his claim to the title of "Mr. Television" by American newspaper and magazine television editors and columnists who voted him four first places in MOTION PICTURE DAILY'S 1949 Television Poll for *Fame*.

Milton Berle

The writers designated Berle or his program Best Network TV program,; Best TV Performer, Best Variety Program and Best Comedy Show. In addition, they regard the commercials for Berle's Texaco Star Theatre as the best, from an audience viewpoint, in television, together with those on the Ed Wynn show, which collected an identical number of votes on that score.

Garroway's Future

Dave Garroway, mentor of an NBC Sunday night sustainer from Chicago, was elected television's Most Promising Male Star by the critics and Felicia Montealegre the Most Promising Female Star. Miss Montealegre has appeared on Worthington Miner's Studio One programs for CBS. Garroway, who gets a sponsor in February, also tied Arthur Godfrey for second as Best TV Performer.

Studio One itself was the editors' choice for second best network program, runner-up to Berle. Burr Tillstrom's Kukla, Fran & Ollie, popular

(*Continued on page* 5)

Complete Television Poll Results on Pg. 5

Complete results of the balloting of television editors and columnists of American newspapers and magazines in the *Motion Picture Daily-Fame* poll to determine television's best performers and programs for 1949 are pubished on Page 5.

COMPO's Tax Unit Sets 3-Point Plan of Attack

Meeting at Loew's home office yesterday under the chairmanship of Abram F. Myers, the committee on taxation and legislation of the Council of Motion Picture Organizations drafted a three-point general plan of attack for the all-industry admission tax fight.

Expressing in behalf of the committee confidence and determination that a united industry can win its fight, Myers warned during a press interview following the committee's session that if the wartime excise taxes are not repealed by the present Congress, "they may never be repealed in our time." Those taxes, he said, "may become a part of our peacetime economy. So the time for all-out action is at hand."

The committee's activities, Myers reported, will be financed by voluntary contributions by the organizations which make up COMPO. The tax fight, he added, will require only "moderate financing," but nonetheless no funds for it will be drawn from the overall financial resources of COMPO.

The three-point plan of attack was outlined as follows: (1) Through the Washington committee, a vigorous effort to present the case directly to members of Congress, to the proper Congressional committees; preparations of briefs, etc.; (2) through exhibitor, distribution-producer committees, both on national and regional basis, to mobilize the screens and personnel of the theatres, exchanges and studios; (3) through campaign activities committees, national and local, carry our message to the public and by the vigor of our efforts against the Federal tax, to serve notice on local authorities that we intend to oppose equally any proposed local taxes.

Myers said he will announce ap-

(*Continued on page* 4)

20TH-FOX FILM RENTALS HERE AND ABROAD ARE UP $9,252,000

Both domestic and foreign film rentals of 20th Century-Fox will be higher this year than last, Spyros Skouras, president, reveals in a report to stockholders made public yesterday.

Domestic film rentals this year are expected to exceed $62,000,000, as against $54,204,000 in 1948, Skouras said, and foreign film rentals, despite devaluation, are estimated at $31,500,000 as compared to $30,044,000 last year, or total 1949 film rentals of $93,500,000 for the company, a gain of $9,252,000.

The report includes the previously published figure of $8,200,013 net profit for the 39 weeks ended Sept. 24, which compares with a profit of $9,119,613 for the corresponding 1948 period.

Net loss of 20th-Fox for devalution of foreign currencies is estimated at $703,444 for the month of September. Settlement of the National Theatre stockholders' suit gave 20th-Fox an estimated net credit of $700,000.

The company's dollar remittances from abroad were $11,300,000 for the 48 weeks ended Nov. 26. During the same period the company spent $4,500,000 on production abroad and $1,900,000 for purchase of stories, theatre acquisitions and the like. Foreign remittances and expenditures for assets aggregate $17,700,000 for the period, compared with $18,000,000 for the entire year of 1948.

Earnings for the current quarter will exceed those of a year ago and 1949 earnings may offer a satisfactory comparison with 1948, Skouras says.

Industry Leaders At 'Samson' Opening

More than 100 persons prominent in the industry will attend the dual world premiere of Cecil B. DeMille's "Samson and Delilah" at the Rivoli and Paramount theatres here tonight. They will share the spotlight with prominent celebrities from the entertainment, newspaper and publishing fields.

Barney Balaban, president, and Adolph Zukor, chairman of the board

(*Continued from page* 2)

1½-3 Months Added For 20th Partners

The Department of Justice and 20th Century-Fox will file a stipulation in U. S. District Court here today giving the film company additional varying periods of from 45 days to three months for dissolving partnership operations with exhibitor affiliates. The deadline had been today under an earlier court order. The government agreement to the added time is regarded as tantamount to court approval.

Warners Give Option to Buy Theatre Stock

25% for $20,000,000; Deal with Fabian Fails

Negotiations by Lehman Brothers, well-known New York investment house, for an option to purchase from Harry M., Jack L. and Albert Warner 1,800,000 shares of stock, representing the brothers' entire interest in the new Warner theatre company which will be formed upon consummation of a divorcement program after entry of a consent decree, either have been completed or are near to completion, informed sources said yesterday.

The principals for whom Lehman Brothers is acting have not been disclosed. The option price for the brothers' 1,800,000 shares, which will represent approximately 25 per cent of the outstanding stock of the

(*Continued on page* 4)

Feldman, Blake Get New 'U' Sales Posts

Promotion of Charles J. Feldman, Universal-International Western sales manager for the past five years, to the post of Eastern sales manager, and the resignation of Fred Meyers, Eastern sales executive for the past eight years, were announced here yesterday by W. A. Scully, sales vice-president, as part of a major realignment of the sales force.

Foster Blake, West Coast district manager for four years, succeeds Feldman as Western sales manager.

(*Continued on page* 2)

TVA Seeks 'Peace' With Screen Actors

Admittedly disturbed at reports that negotiations are now in progress in which Screen Actors Guild is seeking recognition from a segment of television film employers, the newly-organized Television Authority Board of the Four-A's has appealed to SAG for a discussion of proposals for a television partnership between SAG and TVA. Several weeks ago SAG resolved to negotiate independently when TVA was established over the Coast union's objections. SAG is still

(*Continued on page* 4)

Personal Mention

RONALD W. ALCORN, producer, has arrived here from the Coast.

•

DONALD G. SCHINE, president of Darnell Theatres, Buffalo, and MRS. SCHINE, are the parents of a son, born at Littauer Hospital, Gloversville, N. Y. LOUIS W. SCHINE of the Schine circuit is the grandfather.

•

STANLEY KRAMER, independent producer, has been named "Movies' Outstanding Man for 1949" in a survey of newspapermen conducted by *Year News Annual.*

•

OLIVER A. UNGER, Distinguished Films vice-president, has returned here from a cross-country business tour.

•

ABE BERNSTEIN, Universal-International exploitation representative, left here last night for Buffalo.

Reiman, Bernhard, Greller Promoted

Ted Birnbaum, assistant to B. G. Kranze, sales vice-president of Film Classics, yesterday announced his resignation to enter the woolen business, and Arthur Reiman, head of the contract department for FC, will be elevated to Birnbaum's position.

Reiman's post will be filled by Louis Bernhard, now head of the playdate and liquidation department, and his post will be filled by William Newman, now assistant to Bernhard. Sam Greller, member of the firm's contract department, additionally was named to head a newly-created statistical department.

All changes will become effective on Jan. 6.

'Heiress' Starts N. Y. Metropolitan Run

William Wyler's "The Heiress," Paramount release, will begin an engagement today at the Brooklyn Paramount Theatre, and will start its swing of the Metropolitan Loew's theatres on Jan. 4 at Loew's Paradise and Valencia, it was announced yesterday by A. W. Schwalberg, Paramount's sales vice-president.

The production has also been set for Loew's theatres in Brooklyn, Manhattan and Westchester, starting Jan. 11, and Bronx and Queens, starting Jan. 18.

Benefit for Blind Jan. 18

American premiere of Carol Reed's "The Third Man," released in the U. S. by Selznick, and made in Vienna, for the benefit of the Lighthouse of the New York Association for the Blind, will take place at the Victoria Theatre here on Wednesday night, Jan. 18. The premiere was originally announced to take place on Wednesday, Jan. 4. Regular run of the film will begin on the next morning.

New Personalities Must Be Sold, Says Scully

High priority must be given to the building of new personalities if the motion picture industry is to maintain its leadership—and this goes for exhibitors as well as producers.

Such is the belief of William A. Scully, vice-president and general sales manager of Universal-International.

"Since its inception our industry has been built in large part on personalities," Scully declared. "While the quality of motion pictures is paramount, we cannot overlook the fact that star personalities have a tremendous influence on box-office returns.

"If this influence is to be continued, it is essential for the industry to concentrate on the development of new personalities. We cannot depend on the already established stars to carry the load indefinitely.

"Producers are bending every effort to meet the demand for new faces. Not only are they carrying on an intensive search for new personalities whom they believe to be potential stars, but they are doing everything possible to 'sell' the personalities to the public. However, they alone cannot do the job. It requires the active assistance of exhibitors on their own local levels."

Scully pointed out that Universal-International has under contract several personalities who already have been widely publicized and acclaimed, and special publicity, promotional and advertising campaigns are under way to exploit them to the limit.

Royall Says 20th Not Abandoning Video

Twentieth Century-Fox will pursue its application before the Federal Communications Commission for the authorization of theatre television and for the allocation of frequencies therefor, it was stated here yesterday by Kenneth C. Royall of the firm of Dwight, Royall, Harris, Koegel and Caskey, representing the company.

"There has been no thought of abandoning this application, but on the contrary every effort is being made to obtain a hearing before the Commission at as early a date as practicable.

"I am authorized to say that the statements to the contrary effect erroneously credited to Charles P. Skouras are entirely incorrect. The firm of Dwight, Royall, Harris, Koegel and Caskey and the firm of Welch, Mott and Morgan represent 20th Century-Fox in its application for theatre television."

Big N. O. Campaign For 'Heart' Opening

NEW ORLEANS, Dec. 20.—Samuel Goldwyn's "My Foolish Heart" gets its first playdate at the Joy Theatre here on Saturday. The New Orleans' opening will be followed on Christmas Day by the Los Angeles' engagement at the United Artists and Four Star theatres.

WB to Make 'Streetcar'

Warner Brothers has concluded negotiations with Charles K. Feldman Group Productions for Elia Kazan's production of "A Streetcar Named Desire." This is the second stage play by Tennessee Williams to be produced by Warners. The first, "The Glass Menagerie," is now shooting.

21 'Outlaw' Dates

Howard Hughes' "The Outlaw," distributed by RKO Radio, will have 21 key city engagements for New Year's opening in Boston on Dec. 29, Chicago on Dec. 30 and in the other 19 cities on Dec. 31.

Feldman, Blake

(*Continued from page* 1)

Scully emphasized that the company's policy of promotions from within is being continued, as is the policy of placing more responsibility on field executives.

Other changes announced by Scully, all to be effective on Jan. 1, are:

Barney Rose, who has been district manager for Portland, San Francisco and Seattle, takes on added duties and will supervise Los Angeles, Denver and Salt Lake City. Manny Gottlieb, Chicago district manager, has Omaha and Des Moines added to Chicago, Milwaukee and Minneapolis. Joe Garrison will supervise Kansas City in addition to St. Louis, Oklahoma City, Dallas and New Orleans, with Memphis, formerly under Garrison's jurisdiction, going to Peter Rosian, who will also continue to supervise Atlanta, Charlotte, Cincinnati and Indianapolis.

Pete Dana will supervise Albany, Buffalo and Detroit, in addition to Pittsburgh and Cleveland, with John Scully adding New Haven to his supervision of Boston, Philadelphia and Washington.

Dave Miller, formerly in charge of Albany, Buffalo and New Haven, has been appointed branch manager of Buffalo, replacing Joe Gins, who will be given a new assignment. David A. Levy will be the district manager of New York.

'Samson' Openings

(*Continued from page* 1)

of Paramount, will head the industry delegation. Other members of the board who will be present are: Stephen Callaghan, Y. Frank Freeman, Harvey D. Gibson, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Austin C. Keough, Earl I. McClintock, Maurice Newton, E. V. Richards and Edward L. Weisl.

Members of the board of the new United Paramount Theatres, who will attend are: Leonard H. Goldenson, John A. Coleman, E. Chester Gersten, Walter W. Gross, William T. Kilborn, Walter Marshall and Robert H. O'Brien.

Newsreel Parade

CHAS. A. LINDBERGH receiving the Wright Brothers trophy and World's Fair in Haiti mark current newsreel highlights. Other items include people in the news, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 102—Lindbergh hailed for service to aviation in the United States. New Greek Archbishop. Gregory Peck and Anne Baxter footprints at Grauman's Chinese Theatre. World's Fair in Haiti. Jewelry fashions. Dog racing. Australian rodeo.

NEWS OF THE DAY, No. 232—Aviation and Lindbergh. Haiti's World's Fair. President Truman at naval graduation in Key West. New rocket tested. Greyhound thriller in Miami. Football.

PARAMOUNT NEWS, No. 35—People in the headlines: President Truman, Charles Lindbergh, Cecil B. DeMille. Water for 8,000,000. Wrestling. Football.

TELENEWS DIGEST, No. 51-A—Korea: U. S. prisoners freed. New York: waterless Friday. Washington: Lindbergh gets Wright Award. Germany: "G. I." newspaper continues to keep Americans abroad informed of home. Senator Sparkman and the steel situation. New York: homes for disabled veterans. Holland's Crown Princess Beatrix. Baseball thrills.

UNIVERSAL NEWS, No. 310—Lindbergh speaks on Kitty Hawk Day. Rocket soars 60 miles. President Truman awards Navy diplomas. Texas: Air Corps graduates. Football. Lumberjack grapplers.

WARNER PATHE NEWS, No. 37—People in the news; Princess Elizabeth. New York bearded men. Lindbergh gets Wright Brothers trophy. Blessing dolls. New playground. Swim children. Evening fashions. Greyhound races in Miami. Football.

Late News Flashes

KANSAS CITY, Mo., Dec. 20.—The board of directors of the Kansas-Missouri Theatre Association, meeting today, heard explanation of the excise tax setup and of Congressional procedure from Clare Magee who represents the First Missouri Congressional District.

Magee told of two bills introduced and several in prospect, for eliminating or reducing excise taxes. He said he was in favor of eliminating or reducing all excise taxes on necessities.

•

Ottawa, Dec. 20.—Ralph Foster, executive officer and chief assistant to the Canadian government's film commissioner, has reportedly resigned his post at the end of the year. He joined National Film Board seven years ago.

•

CHICAGO, Dec. 20.—Illinois Allied president Jack Kirsch was feted last night by more than 600 industry representatives, civic leaders, personal friends and their wives at the Chez Paree here in commemoration of the seventh anniversary of Allied's local buying-and-booking organization and to honor Kirsch on his birthday.

•

WASHINGTON, Dec. 20.—RKO Theatres has extended its money-back guarantee policy to Washington, RKO Keith's making the offer for "Holiday Affair," which opens here tomorrow. The theatre advertises that, "After you see this picture if you can honestly say you did not enjoy it, see the manager and he will arrange a guest ticket for a future show."

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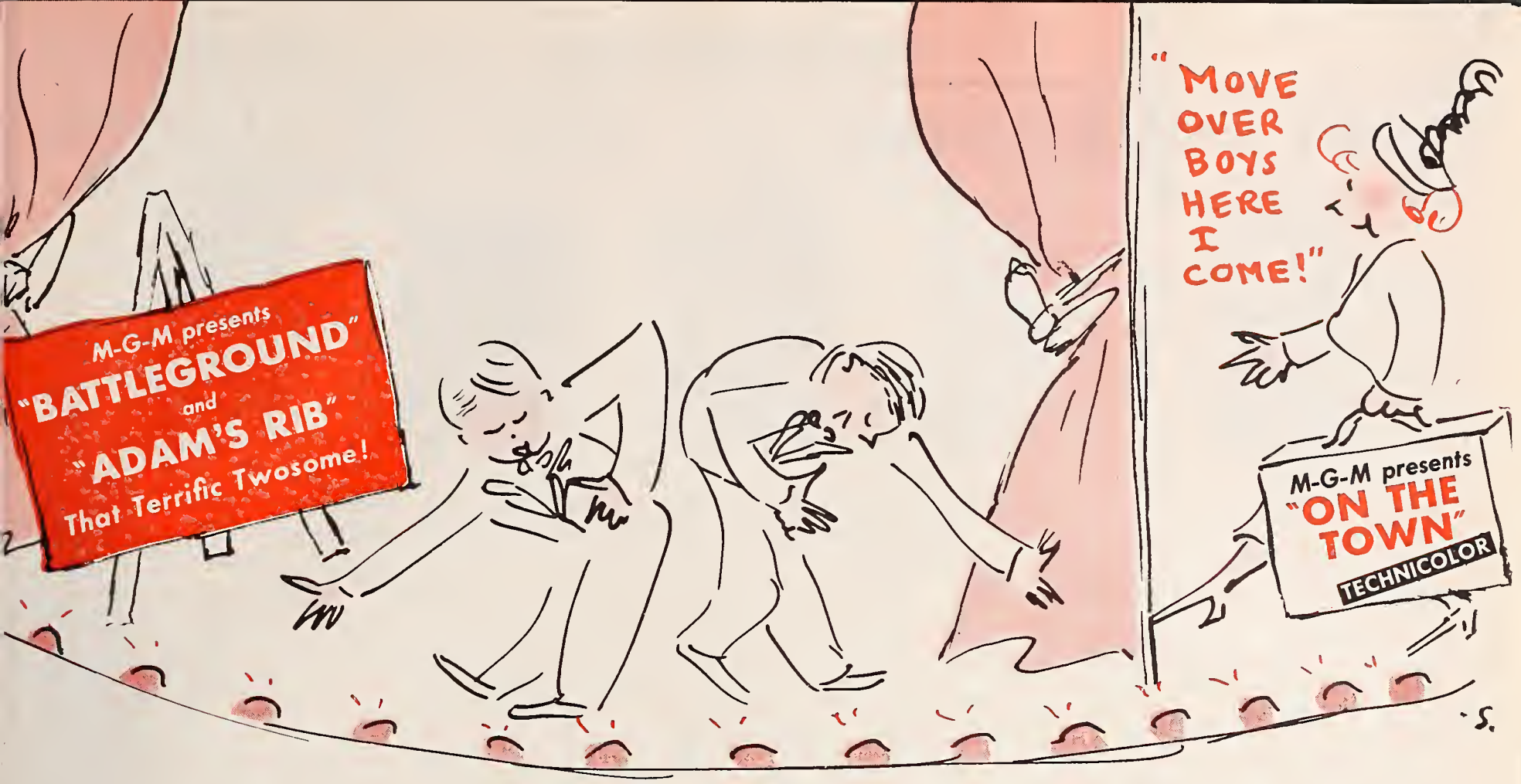


"OKAY BOYS, TAKE THE BOWS, BUT THE NEXT ACT IS GOOD TOO!"

Those two smart performers "BATTLEGROUND" and "ADAM'S RIB" definitely rate the cheers and huzzahs!

But there's a very cute number waiting in the wings with whom those record-busting boys are going to have to share the lime-light!

Yes, indeed, this kid's a honey!

She's breaking in her act at Radio City Music Hall and in the first 4 days she set an all-time non-holiday record. Saturday and Sunday grosses are highest in M-G-M records. And this is the pre-holiday lull!

Isn't it interesting that M-G-Musicals have set a standard for the industry. The folks know that those Technicolor glamor shows from M-G-M are tops, as for instance "Take Me Out To The Ball Game," "In The Good Old Summertime," "Barkleys of Broadway," just to mention a few.

"ON THE TOWN" is Leo's way of saying Happy Holidays because it's chockful of joy and a foretaste of the happiness waiting for you with "M-G-M Nifty in 1950"!

French Seek Aid of MPAA

WASHINGTON, Dec. 20.—A new organized body for the French film industry, modeled on the lines of the Motion Picture Association of America, and designed to aid foreign distribution of French films, already has asked the MPAA's Paris office for help in getting more film showings, the U. S. Commerce Department reported here today.

A report by film chief Nathan D. Golden stated that the new organization will have a government subsidy of 25,000,000 francs, and that this will be spent to advertise French films abroad, particularly in the U. S., and for such projects as investigating more effective methods of distribution.

While the exact organization and nature of operations of the new association are not yet clear, Golden said, "it has been stated that the organization would be patterned after the MPAA and in fact the latter's Paris office has been approached for suggestions as well as assistance in the effective distribution of films abroad." The organization is now called Association Francaise de Diffusion et d'Expansion Cinematographique, but this may soon be changed to France Film or Unifrance.

Odeon Action on Dividend Deferred

LONDON, Dec. 20.—Directors of J. Arthur Rank's Odeon Theatres have decided to defer consideration of payment of the interim dividend due Dec. 31 on the six per cent preference stock until the accounts for the year to June, 1949, are available.

Various subsidiaries of the parent company are paying preference dividends on the usual dates. In the event of the dividend not being met at the end of the year, preference shares hold voting powers.

Sir Brian Mountain, chairman and managing director of the Eagle Star Insurance Co., heavily involved in the Rank financial pattern, has resigned from the boards of Odeon Theatres, Odeon Properties and Odeon Associated.

1000 at 'Battleground' Screening in Chicago

CHICAGO, Dec. 20.—More than 1,000 exhibitors and their wives, local civic, state and educational leaders turned out for a special "Battleground" screening held at the Vogue Theatre here today in conjunction with M-G-M's "Friendship Meeting." Also attending were members of the 101st Airborne Division.

Mayor Backs Premiere

Mayor William O'Dwyer will serve as chairman of the committee sponsoring the American premiere of "Dream No More," made in Israel by Joseph Krumgold and Norman Lourie for Palestine Films, which will be held at the Ambassador Theatre here on Jan. 5.

Canton-Weiner Get Film

Roberto Rossellini's "Woman" has been acquired by Canton-Weiner Films for distribution here. The Italian-made film is being prepared for its American premiere in New York early in 1950.

Review

"Twelve O'Clock High"

(20th Century-Fox)

MUCH will be heard of this finely wrought war drama. All of it will be deserved. For in "Twelve O'Clock High," Darryl F. Zanuck has managed a gallant tribute to the purposes, the grit, the determination and the unrelenting courage of the Air Force and has conveyed it in strokes of arresting drama.

This is an intensely absorbing account of men and officers under challenge and fire. It deals with the 918th Bomber Group of the 8th Air Force in the perilous year of 1942 when, on trial and under experiment, was daylight precision bombing German war factories and military installations from British air fields. Losses of the 918th are heavy and morale is low. To Gregory Peck, as General Savage, goes the assignment of reinstating confidence and the will to fight. The film tells how he stems the disintegration of his group, welds the men into a compact, hard-hitting, resolute fighting unit which helps to establish the practicability of pinpoint bombing. Before he achieves a tough job, almost hopeless at its outset, Peck himself falls victim to the relentless cracking-up processes which he had disciplined out of the systems of the men under his command. It is an ironic finish, nevertheless crowned with victory.

Peck's relations with his men, their attitude toward him, the conflict between an appreciation of the physical frailities of the flyers and the inflexible obligation of the high command to get on with its job, the struggle between mental bankruptcy and physical courage and an absorbing portrayal of men under tautness and stress—these are some of the elements which Henry King has woven into his direction with a highly skillful understanding of the dramatic components placed at his disposal.

His direction is excellent, not only in progressing the story from its slow beginnings but in extracting a superlative gallery of performances from his cast. The dominant role goes to Peck who acquits himself with such distinction that a nomination for an Academy Award will be an undoubted reward. It could be that he may be elected.

One of the distinguishing characteristics of the performances of such players as Millard Mitchell, Dean Jagger, Hugh Marlowe, Paul Stewart and Gary Merrill is the believability which they project. They look and act like flesh-and-blood men, not puppets dangling on a director's string.

The battles in the air will leave any audience limp. Little wonder, for most of the footage is out of the official records of raids and dog fights between American and German aircraft.

"Twelve O'Clock High" is based on a novel by Sy Bartlett, who was an officer in the Air Force stationed in England, and Beirne Lay, Jr. They also wrote the screenplay, and, as scenarists, transcribed their own novel with fidelity.

Running time 132 minutes. General audience classification. For February release.

RED KANN

Warner Option

(Continued from page 1)

new theatre company, is reported to be $20,000,000.

Issuance of the option and sale of the stock naturally is subject to approval by the Federal Court of a consent decree ending the government anti-trust suit against Warners. The decree itself is in an advanced stage of negotiation and is expected to be concluded before the end of the year or early in January. The decree not only will require divorcement of Warners' theatre operations from production-distribution but also will prohibit the brothers from continuing in both branches of operations. Negotiation of the option to purchase their interest in the new theatre company is evidence that they have elected to remain in production-distribution.

Their present holdings in the parent company aggregate 1,800,000 shares, or 25 per cent. Following the pattern of the Paramount and RKO consent decree reorganizations, one share of stock in the new production-distribution company and one share in the new exhibition company would be issued for each share held in the present company. Thus the Warner brothers would receive 1,800,000 shares of stock in the new theatre company, or 25 per cent of the shares to be issued.

Preceding negotiation of the Lehman Brothers option, extended negotiations were carried on for the purchase of the entire physical assets of Warner Brothers Theatres by a group headed by Si Fabian of Fabian Theatres, New York. Those negotiations ended recently without an agreement being reached.

Fabian, who was represented in the negotiations by Serge Semenenko, vice-president of the First National Bank of Boston, was not interested in stock control, which carries with it liability under pending anti-trust suits, it is reported. His bid for the entire theatre properties is said to have been $80,000,000.

Warner Brothers Pictures Co. stock currently is quoted at fractionally over $16 per share. In the instances of Paramount and RKO, the market has placed a somewhat higher valuation on the new theatre companies' stocks than on the new picture companies'.

COMPO Tax Fight

(Continued from page 1)

pointments to the various committees (which actually will be sub-committees of the COMPO committee on taxation and legislation) national and regional, from time to time.

Myers has been selected permanent chairman of the committee. Up to yesterday he was temporary chairman.

TVA Seeks 'Peace'

(Continued from page 1)

a member of Four-A's, however.

George Heller, national executive secretary of TVA, has wired SAG executive secretary John Dales, Jr., asking that SAG hold in abeyance its reported negotiations with film companies until SAG and TVA can meet.

N. Y. Grosses Continue Off

The pre-holiday "off" period continued at New York first-runs this week.

One of the big exceptions was "On the Town" with the annual Christmas stage presentation at the Music Hall where the second week is expected to bring a huge gross of $155,000. "Battleground" at the Astor should take a nice sixth week's gross of $32,000. At the Roxy, "Dancing in the Dark" with Mindy Carson heading the stage bill probably will do about $40,000 in its third week, slow, with "Prince of Foxes" to open today. "The Lady Takes a Sailor" will do about $46,000 in a good initial week at the Strand with a stage show.

"Dangerous Profession" is likely to draw about $9,000 in a mediocre second week at the Criterion. "Hamlet" is destined to do about $5,200 in a fair 64th week at the Park Avenue. At the Rivoli, "Pinky" probably will do about $9,000 in an adequate 12th week.

"Intruder in the Dust" concluded a fourth week at the Mayfair with a mild gross of about $14,000. "The Great Lover," with a stage show, did about $50,000 in a mild fourth week at the Paramount. "Al the King's Men" at the Victoria did about $11,000 in a modest sixth week.

"The Red Danube" with Shep Fields' orchestra on stage probably will give the Capitol about $42,000 in an unimpressive second week. At the State, "Holiday Affair" has about $11,000 in view for a slow fourth week.

"Trapped" is figured to do about $6,900 in a modest fourth week at the Globe. In a 64th week, "Hamlet" at the Park Avenue promises to bring about $52,000 in a so-so 64th week. At the Sutton, "The Fallen Idol" is considered good for about $14,000 in a good fifth week.

$11,965 for 'Thief'

"The Bicycle Thief" broke all records at the World Theatre here with a gross of $11,965 for the first week of the Italian production's engagement, it was announced by Mayer-Burstyn, Inc., distributor. "Paisan" held the previous opening week record at the house with $10,000, it was said.

Myers Cites Trade Press in Tax Drive

"We ask—and are confident we shall receive—full cooperation of the trade press, our principal line of communication within the industry," Abram F. Myers, permanent chairman of the committee on taxation and legislation of the Council of Motion Picture Organizations, said here yesterday as he announced the all-industry three-point plan of attack against Federal admission taxes.

"This drive," he added, "should make news of interest to every worker in the industry, every exhibitor, every distributor and even to the millions of moviegoers who will benefit by elimination of the ticket tax."

Winners of 1949 Television Fame Poll

TELEVISION'S 1949 Champions. Above, from left to right, Dave Garroway, voted Television's Most Promising Male Star; Felicia Montealegre, Most Promising Female Star; Worthington Miner, producer of Studio One, Best Dramatic Program and winner of other honors; Burr Tillstrom, producer of the Kukla, Fran & Ollie show, Best Children's Program and among television's best; Robert Trout, producer of Who Said That? Best Quiz Show.

Video Poll

(*Continued from page* 1)

with the juveniles, took third place in that classification. Other programs below the first three which had strong support were: Arthur Godfrey and His Friends, the Fred Waring Show, Philco Television Playhouse, Crusade in Europe, Toast of the Town and Versatile Varieties.

Gertrude Berg of CBS's The Goldbergs was runner-up in the Most Promising Female Star division, with Eloise McElhone of NBC in third place. Betty Ann Grove, Ruby Hunter, Francey Lane and Florence Pritchett were others in this division who had strong support.

Robert Q. Lewis took second place in the Most Promising Male Star class and Jack Carter third. Trailing were Byron Wade, John Mason Brown, Earl Wrightson and Jack Gleason.

"Studio One" Popular

Miner's Studio One also was the critics' choice for Best Dramatic Program by a wide margin; with Philco Television Playhouse in second place and Ford Theatre and The Silver Theatre tied for third. Out of the running but not by much in this category were Kraft Television Theatre, Suspense and The Clock.

Arthur Godfrey and His Friends gave Berle a close race in the Best Variety Program division. Toast of the Town was third. Trailing the winners in the variety show class were Fred Waring, Dave Garroway, Versatile Varieties and the Little Revue.

The Goldbergs were not far behind Berle in the Best Comedy show class, finishing second. The Life of Riley took third place, marginally ahead of the Ed Wynn show, Morey Amsterdam, Olsen & Johnson and Arthur Godfrey and Friends.

'Crusade in Europe' Tops

Eisenhower's Crusade in Europe was voted 1949's Best Educational or Public Service program by a large margin. Author Meets the Critics finished in second place and People's Platform in third. Trailing but with considerable followers were American Forum of the Air, Meet the Press, CBS's United Nations telecasts and Dr. Roy K. Marshall's NBC program.

Robert Trout's Who Said That? was voted first place in the Best Quiz Show class by a comfortable lead over the second-place Stop the Music and Think Fast, which were tied for second.

Burr Tillstrom's program, Kukla, Fran and Ollie, was way out in front in the Best Children's Program classification. Super Circus was second and Howdy Doody was third. Honorable mention goes to Singing Lady, Magic Cottage and Judy Splinters in this category.

Complete results appear in adjoining columns.

FOLLOWING are the complete results of the voting by American newspaper and magazine television editors and columnists on 1949's best television performers and programs, conducted by MOTION PICTURE DAILY *for Fame. Sponsors, agencies, network and telecast time (E.S.T.) are given for first place winners, network only for others.*

BEST NETWORK PROGRAM

1. Texaco Star Theatre (The Texas Co. — Kudner Agency — NBC, Tuesdays, 8:00 P.M.).
2. Studio One (CBS).
3. Kukla, Fran & Ollie (NBC).

BEST TELEVISION PERFORMER

1. Milton Berle (The Texas Co.—Kudner Agency—NBC, Tuesdays, 8:00 P.M.).
2. Arthur Godfrey (CBS) and Dave Garroway (NBC), tied.

MOST PROMISING STAR (MALE)

1. Dave Garroway (Sustaining—NBC, Sundays, 10:00 P.M.).
2. Robert Q. Lewis (CBS).
3. Jack Carter (DuMont).

MOST PROMISING STAR (FEMALE)

1. Felicia Montealegre (Appearances on Studio One—Westinghouse—McCann-Erickson — CBS, Mondays, 10:00 P.M.).
2. Gertrude Berg (CBS).
3. Eloise McElhone (NBC).

BEST DRAMATIC PROGRAM

1. Studio One (Westinghouse — McCann-Erickson — CBS, Mondays, 10:00 P.M.).
2. Philco Television Playhouse (NBC).
3. Ford Theatre (CBS) and The Silver Theatre (CBS), tied.

BEST VARIETY PROGRAM

1. Texaco Star Theatre (The Texas Co.—Kudner Agency—NBC, Tuesdays, 8:00 P.M.).
2. Arthur Godfrey and His Friends (CBS).
3. Toast of the Town (CBS).

BEST COMEDY SHOW

1. Texaco Star Theatre (The Texas Co. — Kudner Agency — NBC, Tuesdays, 8:00 P.M.).
2. The Goldbergs (CBS).
3. The Life of Riley (NBC).

BEST EDUCATIONAL OR PUBLIC SERVICE PROGRAM (NETWORK OR LOCAL)

1. Eisenhower's Crusade in Europe (Time and Life—Young & Rubicam—ABC, Thursdays, 9:00 P.M., Series concluded on Oct. 27).
2. Author Meets the Critics (ABC).
3. People's Platform (CBS).

BEST CHILDREN'S PROGRAM

1. Kukla, Fran & Ollie (Radio Corp. of America—J. Walter Thompson, and National Dairy Products—N. W. Ayer & Son—NBC, Mondays through Fridays, 7:00 P.M.).
2. Super Circus (ABC).
3. Howdy Doody (NBC).

BEST QUIZ SHOW

1. Who Said That? (Crosley Division of Avco Corp.—Benton & Bowles—NBC, Saturdays, 9:00 P.M.).
2. Think Fast (ABC) and Stop the Music (ABC), tied.

BEST COMMERCIAL PRESENTATION (AUDIENCE VIEWPOINT)

1. Texaco Star Theatre (The Texas Co. — Kudner Agency — NBC, Tuesdays, 8:00 P.M.) and The Ed Ed Wynn Show (Speidel Corp.—Cecil & Presbrey, Inc.—CBS, Thursdays, 9:00 P.M.), tied.
3. Arthur Godfrey's Talent Scouts Show (CBS).

Critics Hope for Better TV Viewing

One out of every four television editors and columnists participating in the MOTION PICTURE DAILY-*Fame* 1949 Television Poll expressed dissatisfaction with the technical state of television today.

Most of the complaints mentioned the poor quality of kinescoped transmissions, observing that they either should be improved or abandoned. Remote pick-ups also were cited by many as unsatisfactory. "Live" studio shows, for the most part, received the critics' approval.

Improvements desired ranged from simple pleas for greater clarity and less "shimmy" to larger screens and color. Many believe that camera and receiving tube improvements could remedy the most common deficiencies of the screen image. Many others summed up what television needs most in the words "More Money."

Comments on programs centered mostly on hopes for greater variety of shows and more originality—"fewer photographed radio shows with more attention paid to purely visual appeal," is the way many expressed it. There was considerable unanimity on the desirability of more dramatic productions, on a higher plane, and selected and staged especially for the medium.

Television commercials, on the whole, appear to be more acceptable to the television critics than do radio commercials to radio editors.

NBC Programs Win 8 Firsts; CBS, 3

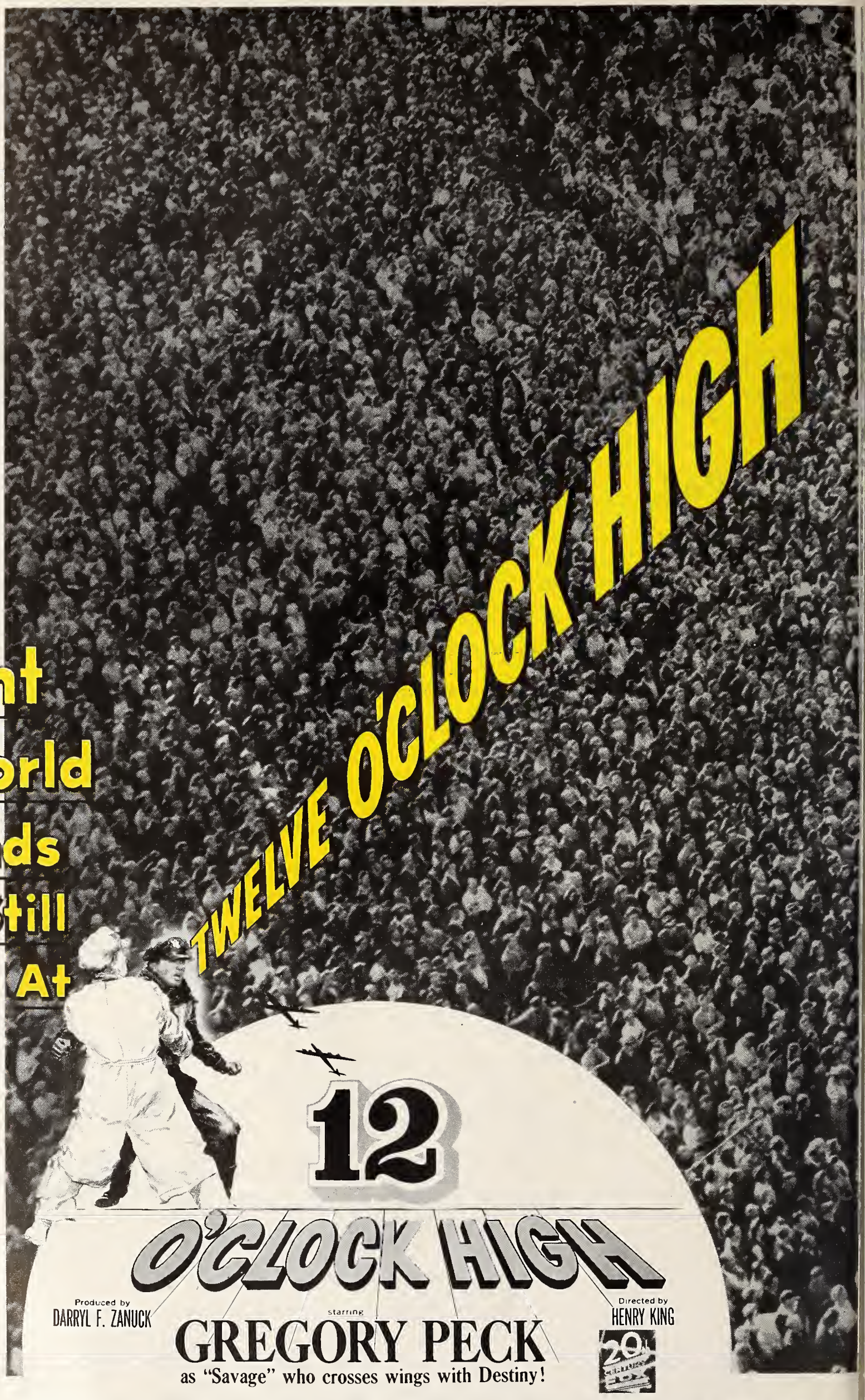
With Milton Berle and his Texaco Star Theatre winning four firsts in the MOTION PICTURE DAILY-*Fame* 1949 poll of newspaper and magazine television editors and columnists, the NBC TV network was shoved far in the lead with first place positions, leading its nearest competitor, CBS, by eight first places to three, with one tie apiece. ABC had one first.

CBS had six second-place winners to ABC's four and NBC's two, with all three figuring in one tie. CBS had five third-place winners to NBC's four and DuMont's one. CBS figured in one tie in this ranking. The tie was between two CBS programs.

THE HOUR OF NEW ACCLAIM IS AT HAND

Tonight The World Stands Still At

Tonight, in Hollywood, before the most distinguished audience of the year . . . Twentieth Century-Fox previews at Grauman's Chinese Theatre a motion picture that climaxes a year of high achievement. Eagerly awaited . . . widely heralded, one of the screen's great pictures is on the way!



with HUGH MARLOWE · GARY MERRILL · MILLARD MITCHELL · DEAN JAGGER · ROBERT ARTHUR · PAUL STEWART · JOHN KELLOGG · BOB PATTEN · JOYCE MacKENZIE

Screen Play by Sy Bartlett and Beirne Lay, Jr. • Based on the Novel by Sy Bartlett and Beirne Lay, Jr.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 120 NEW YORK, U. S. A., THURSDAY, DECEMBER 22, 1949 TEN CENTS

NLRB MOVES IN ON EXHIBITION

Warner Decree Negotiations Get Board OK

Sale of Three Brothers' Theatre Stock in View

Warner Bros. board of directors yesterday approved the company's consent decree negotiations with the Department of Justice calling for divorcement of production-distribution from exhibition operations, divestiture of certain theatres and distribution of stock in the two new companies to stockholders of the present company, it was announced.

The Warner statement also confirmed that Harry M., Albert and Jack L. Warner have elected to remain with the new picture producing - distributing company and are now negotiating for sale of their stock in the new theatre company, as reported here yesterday. The purchaser of the stock must agree to hold it for a period of time to be approved by the Justice Department.

The Warner brothers' interest in the new theatre company will repre-

(Continued on page 5)

Avert New Studio Tax

WASHINGTON, Dec. 21.—The U. S. Labor Department today announced a compromise settlement of a dispute over California's unemployment compensation law, removing the threat of additional taxes on the payrolls of studios and other employers in the state.

The Department has contended that recent California rulings had so altered the state law that it no longer con-

(Continued on page 4)

Formal Organization Of Para. Set Today

Formal organization of Paramount Pictures Corp. will take place at a tentatively-scheduled meeting of the board of directors of the present parent corporation, Paramount Pictures, Inc., here today. The board, according to the procedure outlined, will elect the board of the new picture company

(Continued on page 4)

'Samson' Dual Bow On B'way Filled With Color, Fanfare

New York witnessed a colorful film event last evening when Cecil B. DeMille's "Samson and Delilah" had a dual world premiere in the Rivoli and Paramount theatres here.

New Year's Eve-sized crowds jammed Times Square and Broadway hours before the doors were opened to purchase the few remaining general admission seats that were still available at the Paramount, and to glimpse the hundreds of celebrities and film notables who attended the premiere. There were searchlights, newsreel cameras recording the event for theatre screens all over the country, a Coast-to-Coast Mutual broadcast, and DuMont television cameras transmitting video pictures to Metropolitan television viewers by way of WABD. The television coverage was transcribed on film for kinescopic use on other television stations in various cities.

Both theatre lobbies had newsreel,

(Continued on page 4)

Ads Keep Industry Healthy: Youngstein

Notwithstanding the many changes that are expected to transpire within the industry in 1950—changes that are likely to be caused by television, theatre divorcement, foreign monetary restrictions and other factors—there will be at least one "ever present constant," namely, the need for continuing effective advertising, publicity and exploitation in order to keep the entire industry on a healthy basis.

This was the message of Max E.

(Continued on page 4)

Louis B. Mayer Cited By Jewish Veterans

Louis B. Mayer, Metro-Goldwyn-Mayer, production vice-president, has been named to receive the 1950 "Gold Medal of Merit" of the Jewish War Veterans of the United States, it was announced here yesterday by Jackson J. Holtz, national commander.

Mayer was cited by the national executive committee of the JWV for "contributions of more than a quarter of a century to the worldwide dissemination of American principles and ideals through the medium of the American motion picture." Presentation of the medal will be made in New York early in 1950.

Benefit Premiere Of 'Foxes' Tonight

A long roster of diplomats, government officials, social and civic leaders and stars of stage, screen and radio will attend New York City's premiere of 20th Century-Fox's "Prince of Foxes," which the United Hospital Fund is sponsoring at the Roxy Theatre this evening.

The affair will be preceded by a parade of Boy Scouts featuring a 35-piece band, a choir of 200 uniformed nurses from local hospitals

(Continued on page 4)

U. S. Customs Reform Recommendations Would Abet MPAA's Foreign Aid Plan

Washington, Dec. 21.—A comprehensive program of customs reform has been recommended to the Commerce Department by its import advisory committee.

Although films coming into this country have not had any special difficulties clearing U. S. Customs, the proposed changes, if put into effect, might make things a little easier and tie very nicely into Motion Picture Association of America's program for aiding foreign films here.

The recommendations, which cover both legislative and administrative changes, has been generally approved by the Commerce Department's Office of International Trade and forwarded to the Treasury Department for consideration in connection with that Agency's proposed program of customs reform.

The committee's recommendations include changes in methods of valuation and classification and provisions on time limit on appraisement, conversion of foreign currencies and penalty duties on imports of small value.

Asserts Jurisdiction Over Interstate Chains In Toledo Theatre Case

WASHINGTON, Dec. 21. — The National Labor Relations Board today asserted jurisdiction over labor disputes in theatres operated as "an integral part" of chains doing business in more than one state.

The Board ducked, for the time being, the matter of whether it had jurisdiction over theatres owned or operated by purely intra-state companies. Nonetheless, today's decision indicates a readiness to take up this question just as soon as it is presented to the Board in a pending case. Until today the Board had declined to exercise jurisdiction over any exhibitor.

The Board's ruling was by a three-to-one vote. Members John M. Houston, James J. Reynolds, Jr., and Abe Murdock favored assuming jurisdiction, while J. Coteland Gray dissented

(Continued on page 5)

RKO-Reade May Settle

The long-threatened court action looking to the dissolution of the RKO—Walter Reade partnership operation of 11 theatres in Trenton and New Brunswick, N. J., may be averted with the two parties agreeing to a division of the properties. Negotiations of such a settlement are now underway.

RKO considers the circuit's worth at $3,000,000 and on that basis earlier had offered to sell out to or buy out Reade at $1,500,000. Reade declined,

(Continued on page 4)

WB Service Shorts Increased for 1950

Production of public service short subjects, begun in 1937 by Warners, will be continued and intensified in 1950, it was disclosed here yesterday as a survey of the new short subject program showed a total of six public service shorts listed for production.

"Warner Brothers has been a

(Continued on page 5)

Personal Mention

ERNEST EMERLING, Loew's Theatres advertising-publicity director, will celebrate a birthday today.

•

IRVING MAAS, Motion Picture Export Association vice-president and managing director, arrived here yesterday by plane from Prague after visiting Moscow.

•

JOHN JOSEPH, assistant to HOWARD DIETZ, M-G-M advertising-publicity vice-president, will leave here by plane tomorrow to spend the holidays with his family on the Coast.

•

MOE KERMAN, president of Favorite Films and MRS. KERMAN are now vacationing at Palm Beach, where they will remain until after Jan. 1.

•

FRANK SHEA, March of Time general sales manager, left New York yesterday for Washington.

•

SPENCER TRACY is in Boston for treatment at the Peter Bent Brigham Hospital there.

Louis Renner, 76, Founder of Circuit

Louis Renner, 76, founder with Louis Nelson of the Endicott circuit in Brooklyn and actively engaged in exhibition from 1921 until his retirement some years ago, died yesterday at Miami Beach. Funeral services will be held at 1 P.M. today at Riverside Memorial, Brooklyn.

Surviving are the widow, Lena; two sons, Irving, who now heads Endicott, and Martin; and the following daughters: Mrs. Betty Mendelsohn, Mrs. Ethel Kabat, Mrs. Ruth Berloff and Mrs. Mary Nadler.

Set Industry Unit For Salvation Drive

Leo Brecher, president of the Metropolitan Motion Picture Theatres Association, and D. John Phillips, executive director, have been named chairman and vice-chairman, respectively, of the 1950 Salvation Army Drive, it has been announced by Bruce Barton, chairman of the greater New York promotion and publicity committee.

Phil Williams again will head this year the promotion and publicity efforts.

To Honor S. F. Attorney

SAN FRANCISCO, Dec. 21.—Variety Club of Northern California will make its first annual "Award for Humanitarianism" right after the first of the year to Jake Ehrlich, San Francisco attorney, for his successful milk-fund campaign for school children.

Edouard Gannucheau

NEW ORLEANS, Dec. 21.—Edouard J. Gannucheau of Theatre Service Corp., one of the best known film bookers in New Orleans, died here yesterday.

Insider's Outlook

By RED KANN

YOU may take it or leave it. But here is what a conservative Wall Street source reports—positively reports—is attracting attention in the financial canyons:

Charles D. Allen, large investor with a leaning toward stock market speculation, is disposing of his substantial holdings in Colorado Fuel and Iron and ploughing the wherewithal thereby accumulated into large-scale purchases of Warner common. His holdings, amassed in the open market, are declared to be heavy with the end not yet in sight.

His purpose? A flyer, with no thought of attempting to reach out for control. The three Warner brothers, jointly, control 1,800,000 shares which represent approximately 25 per cent of the outstanding stock. The rest is believed to be rather widely scattered, much of it in small lots in the hands of stockholders throughout the nation.

■

This may explain, in part anyway, the strong flurries which motion picture stocks have been experiencing in the last few days. Fact is, our Wall Street conservative believes the Allen development is responsible for focalizing attention on general amusement issues which consequently have been oscillating in sympathy.

In any event, there is fun value in this. For instance, these jocular explanations are being offered:

1.—Maybe amusement stocks are strong because the Wall Street boys have been looking at TV.

2.—Or maybe the Street is bullish because all the stock brokers are trying to get into the Music Hall.

3.—Perhaps it's because talk that Arthur Rank would be putting Hollywood out of business is something less than a whisper these days.

Serious, on the other hand, is that general sales manager who remarks:

"If the industry is as strong as Wall Street seems to believe, why do I have so many problems?"

■ ■

It was only a matter of time before Hollywood would be cracked across the knuckles for carrying "realism" too far. The British Board of Censors now enters the record in a reasoned, but clear, statement on brutality:

"We recognize that the screen is entitled to reflect aspects of the aftermath of war," states A. T. L. Watking, secretary of the board, "but we have set our faces against unnecessary brutality, and needless violence, and the exploitation of these things as an end.

"It is possible to portray dramatic moments without overdoing it, as so many films do today. One or two blows in a fight should be sufficient. When it comes to a man's hands being held behind his back while his face is smashed to pulp, we draw the line."

There is no matter of rights concerned here. But there is a matter of good taste and an awareness of the wide mass base on which motion pictures must rest solidly if they are to be successful.

It would be as much of a mistake to revert to the unadulterated namby-pamby as it is to continue the tendency which has taken on an ever sharper hold in recent months.

Private acknowledgement is made that some of the boys in Hollywood have gone too far in submitting audiences to such waves of shock treatments. It's practically standard equipment these days to go brutal far and beyond the call of dramatic necessity. Signs of public reaction already have set in. The clearest warning, certain to find sympathetic repercussions here, is the one flashed from London. Watch for others.

■ ■

Latest from 20th Century-Fox under the general aegis of Charlie Einfeld is a 60-second spot announcement hitting the air over 1,094 radio stations one minute before midnight this upcoming New Year's Eve on behalf of "Twelve O'Clock High." We heard the transcription yesterday, and it's a peach.

The narrator, in waves of mounting excitement, links the picture to the half-turn of the century, cuts into his delivery with ten-second breaks to announce the approach of the midnight hour, gets the title of the film across 16 times and sounds off with an appropriate "Happy New Year."

Alfred Palca, Fox's radio manager gets credit for engineering and executing the promotion. He deserves a bow. Even two bows.

COMPO's Tax Fight Gets Richey's Aid

M-G-M exhibitor relations director Henderson M. Richey has accepted an invitation by the committee on taxation and legislation of the Council of Motion Picture Organizations to lend his talents as an experienced admission tax fighter to the cause of the all-industry campaign to secure repeal of the World War II wartime emergency ticket levy.

H. M. Richey

In announcing Richey's enlistment in the anti-tax fight, committee chairman Abram F. Myers reminded that Richey was the industry executive in the successful campaign for repeal of World War I excise taxes.

Film Companies Give Bonus, Close Early

Twentieth Century-Fox has given a Christmas bonus of $50 to employes earning $75 or less per week and all Warner Brothers and Film Classics home office employees will receive varying amounts depending on their classification.

The New York offices of Columbia, Eagle-Lion, Film Classics, M-G-M, Monogram, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal and Warner will be closed a half-day on Friday. Republic and the Motion Picture Association of America were undecided about their Friday closing hour.

Hodge to London in New Government Job

Thomas Hodge, director of the film and publication division of the British Information Services here, will leave on Jan. 20 for a new post with the British Foreign Office in London.

He came to the United States in 1942 as Chicago film officer. From 1944 to 1947, he was assistant director of the film division in New York, and since 1947 he was director of the division. He is now appointed first head of the new film section of the Foreign Office in London.

Hodes Is President Of N. Y. Film Board

Phil Hodes, RKO Radio branch manager here, yesterday was elected president of the New York Film Board of Trade, succeeding Nat Furst of Monogram-Allied Artists. Furst was named sergeant-at arms.

Other officers named were Saul Trauner, Columbia, first vice-president; Myron Sattler, Paramount, second vice-president; William Murphy, Republic, treasurer, and Abe Dickstein, United Artists, secretary.

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DANNY KAYE

is the

Inspector General

YOU'D NEVER GUESS WHAT HE INSPECTS!

IN COLOR BY Technicolor

THE SONG-AND-DANCIEST DANNY KAYE-PERS EVER! FOR A HAPPY GEARED-TO-GO NEW YEAR FROM WARNER BROS.

WITH WALTER SLEZAK • BARBARA BATES ELSA LANCHESTER

DIRECTED BY HENRY KOSTER

PRODUCED BY JERRY WALD

Screen Play by Philip Rapp and Harry Kurnitz Suggested by a Play by Nikolai Gogol

Lyrics and Music by The Associate Producer SYLVIA FINE • Musical Direction and Incidental Score by Johnny Green

Booth Wins in Oriental Row

CHICAGO, Dec. 21.—The Essaness circuit lost the first round in its court fight to retain operation of the Oriental Theatre today when Master-in-Chancery Thomas J. Sheehan recommended that the Booth Management Corporation take over operation of the disputed house.

He further recommended that a temporary injunction be granted to plaintiff Booth to restrain Essaness and its officers from interfering with the change.

Sheehan's report goes to Cook County Circuit Judge Cornelius J. Harrington, who will hold a hearing on the entire case beginning Jan. 3. Essaness attorneys have 10 days in which to appeal.

Clear Airways for '12 O'Clock High'

"It's coming! Twelve O'Clock High! In just 60 seconds it will be Twelve O'Clock High. . . ." This announcement, running 60 seconds at 11:59 P.M. on New Year's Eve, will blanket the entire nation through 1,094 radio stations on behalf of Darryl F. Zanuck's production of "Twelve O'Clock High," it was announced here yesterday by 20th Century-Fox.

The spot announcement records, now being shipped to every state in the union, breaks up the "plug" for "Twelve O'Clock High" with 10-second breaks to announce the time left before midnight. As it gets close to the final moment, the announcer calls off the seconds in fractions of the minute, winding up with: "It's Twelve O'Clock High! Happy New Year!"

The radio stunt was engineered and executed by Alfred Palca, radio manager of 20th-Fox.

'Samson' Bows in

(*Continued from page* 1)

radio and television setups. Arthur Van Horn described the activities at the Paramount and Bill Slater those at the Rivoli. There was a radio broadcast from Hollywood, with DeMille, Bing Crosby, Alan Ladd, Bob Hope, Betty Hutton, Ray Milland, William Demarest, John Lund and Corinne Calvet voicing their greetings.

The telecast opened with pictures of the new Rivoli marquee that had been filmed in advance as soon as the final construction of the display had been completed. Then the viewers were taken to the lobbies of the Paramount and Rivoli, and were shifted from theatre to theatre as the action developed.

Kleig lights were strung across a Kleenex sign opposite the Paramount, and above Dempsey's Restaurant opposite the Rivoli.

Every newspaper, wire service and syndicate was represented, as well as a *Life Magazine* crew.

Mass. Okays 'Outlaw'

BOSTON, Dec. 21.—Howard Hughes's "The Outlaw," barred from showing in Massachusetts for three years, has been approved by the Massachusetts Department of Public Safety.

Review

"Paid in Full"

(*Hazen-Wallis Productions—Paramount*)

ABOUNDING in heavyweight, adult dramatics, "Paid in Full" offers fair-enough entertainment values for the general audience and something more for those especially sympathetic to the "love problem" type of material. Robert Cummings, Lizabeth Scott, Diana Lynn and Eve Arden are the principals.

The Hal Wallis production has the Misses Scott and Lynn as sisters with Cummings as a young advertising executive and third part of a triangular romance. Miss Lynn marries Cummings although it is clear she would have preferred someone of more financial means. Miss Scott unselfishly tries to help the marriage, although she loves Cummings.

The narrative, said to be based on a factual story by Dr. Frederick William Loomis, which appeared in *Reader's Digest,* moves from one emotional or physical crisis to another of the sort often employed to whip up sustained interest in an afternoon radio series. When a little girl is born, Miss Lynn makes every effort to estrange the child from her father. A divorce is imminent. In a dramatic highlight, Miss Scott accidentally kills the child in an automobile mishap. The divorce goes through and Miss Scott and Cummings marry. A child is to be born to them, although Miss Scott knows this will cause her own death. As she had planned, Miss Scott turns the baby over to Cummings and Miss Lynn to make up for the child she unintentionally killed.

William Dieterle does a clear, straight-forward job of direction with a story which in less competent hands, might have been confusingly presented. The film, however, is long and often wordy. The somber atmosphere is lightened only when Miss Arden is on the scene with a barrage of wisecracks, or when Frank McHugh, as a barroom operator, explains why he quit betting on horses. There are frequent references to childbirth and the two sisters' ability to have children, automatically removing the film from the realm of entertainment for youngsters. Robert Blees and Charles Schnee did the screenplay. Others in the cast are Ray Collins, Stanley Ridges, Louis Jean Heydt and John Bromfield.

Running time, 105 minutes. Adult audience classification. For February release.

GENE ARNEEL

'Foxes' Premiere

(*Continued from page* 1)

and the Italian Folk Society, garbed in Italian costmues.

Among those who are expected to be present are Gov. Thomas E. Dewey, Gen. Dwight D. Eisenhower, Senator Herbert Lehman, Brig. Gen. Carlos P. Romulo, Italian Ambassador Alberto Tarchiani, Italian Consul General Aldo Mazio, Lt. Gen. Walter Bedell Smith and Acting Mayor Vincent Impelliterri, who will represent Mayor O'Dwyer.

Stars and celebrities of stage, screen, radio, music and sports invited include Gene Tierney, Richard Conte, Celeste Holm, Jose Ferrer, Everett Sloan, Peggy Ann Garner, Faye Emerson and Ilka Chase.

The opening will duplicate the series of international premieres of "Foxes" in Paris, London, Rome, Stockholm and South American capitals last month.

All proceeds from the initial Roxy showing, made possible by the loan of the film to the United Hospital Fund by Spyros P. Skouras, president of 20th-Fox, will go toward the support of New York's 86 voluntary hospital members of the Fund.

Starr on Air for 'Foxes'

Martin Starr, WINS motion picture commentator, will "mc" the world premiere of "Prince of Foxes" from the Roxy Theatre here tonight.

Youngstein, AMPA

(*Continued from page* 1)

Youngstein, president of the Associated Motion Picture Advertisers and national advertising-publicity director of Paramount, to the 200 industry representatives and guests who were on hand yesterday for the annual AMPA Christmas luncheon-party held at the Town Hall Club here. Youngstein spoke in behalf of AMPA's officers and board of trustees.

Avert Studio Tax

(*Continued from page* 1)

formed to the Federal Social Security Law.

Since the Federal law, which levies a three per cent tax on employer payrolls, permits a waiver of 90 per cent of this only in states certified as having a law in line with the Federal law, the Labor Department's stand could have meant an additional tax burden of $130,000,000 a year in California.

Today, Labor Secretary Tobin said that he had been assured by the California Unemployment Insurance Board that it did not consider the recent rulings binding and precedent-making, and would reopen pending cases of a similar nature. On the strength of this, he declared he will certify California as being in conformity with the Federal law.

RKO-Reade

(*Continued from page* 1)

with the result that the properties may be divided.

Meanwhile, RKO has brought suit in N. Y. Supreme Court asking for dissolution of three corporations jointly owned by it, Skouras Theatres and Metropolitan Theatres. Seven houses in the Bronx are involved. Despite the action, however, RKO is continuing negotiations with Skouras and Metropolitan on an agreement.

Para. Organization

(*Continued from page* 1)

which, in turn, will elect officers. For the reason that the present parent corporation now holds the stock of the new company, the board of the former is charged with electing the directorate of Paramount Pictures Corp.

Members of the present board, excepting those to join the new theatre company, are expected to comprise the new board.

'49 Film Dividends Down 5-15 Per Cent From Previous Year

WASHINGTON, Dec. 21.—The motion picture industry's 1949 dividend payments will be down somewhere from five to 15 per cent below last year, Commerce Department figures released today indicate.

The actual drop will not be known until final 1949 figures are made available sometime in February or March. A major difficulty in making comparison on the basis of preliminary figures is that they do not include dividends by Stanley Corp., which reports late.

Publicly-reported cash film dividends, which Commerce usually figures at about 60 to 65 per cent of all dividends, amounted to $33,608,000 in the first 11 months of this year, on a preliminary basis, compared with a final figure of $46,925,000 for the same 1948 period. However, in three of the 1949 months there was no dividend reported by Stanley, while Stanley dividends were included in the final 1948 figures for these three months.

But even disregarding these three months, the figures for the other eight months for which Commerce has released statistics show 1949 dividends at $32,669,000, against $35,198,000 for the comparable eight months of 1948.

Commerce reported today that November payments were $120,000, against $215,000 in Nov., 1948. Reason for the drop was that Consolidated Amusement Co. did not pay a dividend of about $100,000 in November.

Full Insurance for Cinecolor Workers

HOLLYWOOD, Dec. 21.—Cinecolor announced here today that an employes group insurance plan will be instituted in the company's Burbank plant effective Jan. 1. The insurance is said to cover practically every contingency which could possibly occcur to Cinecolor employes or their dependents.

Cost of the program is being shared by Cinecolor and its employes. The Pacific Mutual policy was written by Harry G. Berens Co.

Projection System Developed by Rubin

A new projection condenser system, which is said to give over 50 per cent more light to theatre screens, was demonstrated to the press here yesterday at the Paramount Theatre.

The system was designed by Harry Rubin, chief of projection for Paramount Theatres, and built by Bausch and Lomb. The system will be used by the Paramount Theatre here, starting immediately, and may eventually be merchandised for other theatres, according to Rubin.

E-L to Preview 2 Films

The Overseas Press Club will sponsor a preview of "Guilty of Treason," Edward Golden production, at the Waldorf-Astoria Hotel, New York, following a buffet supper on Tuesday evening. Cardinal Spellman and Eleanor Roosevelt are scheduled to be honor guests. Eagle-Lion, which will distribute "Guilty of Treason," will also preview "The Great Rupert," George Pal production starring Jimmy Durante, on the following evening at the Museum of Modern Art.

Warner Decree

(*Continued from page* 1)

sent about 25 per cent and undisclosed negotiators, represented by Lehman Bros., are understood to have offered $20,000,000 for the estimated 1,800,000 shares to be issued to the three brothers. A purchase option either has been granted or is likely to be soon.

The Warner statement said that when the company reaches an agreement with the Department on the decree it will be submitted to the stockholders for their approval. An agreement is expected within the next two weeks.

Following is the company's statement in full:

Statement in Full

"The company has been negotiating with the Department of Justice for a consent decree to meet the requirements of recent decisions in the anti-trust case brought by the government against the motion picture industry. In addition to the divestiture of particular theatres in certain situations, the Department is demanding the divorce of the production-distribution interests of the company from the domestic theatre interests. At a meeting of the board of directors today it was decided that the negotiations with the Department should proceed along the lines of dividing these interests between two separate corporations, and distributing stock so that the present stockholders of Warner Bros. Pictures, Inc., would own all the stock of the production-distribution corporation and all of the stock of the theatre corporation.

"It is expected that there will be no restrictions on the ownership or distribution of the stock of the two corporations by any stockholders except in the case of officers and directors. The Department of Justice has demanded, however, that Harry M., Albert and Jack L. Warner shall either trustee their shares in one or the other corporation in such a way as to lose all voting rights, or shall dispose of their stock in one or the other corporation to a purchaser who shall agree to hold such stock for a period of time to be approved by the Department. To comply with the Department's requirements, the Messrs. Warner are now negotiating for the sale of the stock which they will receive in the proposed new theatre corporation.

"When and if the company and the Department of Justice finally agree upon a consent decree, it will be submitted to a meeting of stockholders for approval."

Col. Suspends Ireland

HOLLYWOOD, Dec. 21.—Columbia today announced the suspension of John Ireland for refusal to perform a role assigned him in "One Way Out" and declared its intention to request the Screen Actors Guild to investigate Ireland's refusal. The incident is unique in that Ireland reported for work but refused the role.

NLRB Moves In

(*Continued from page* 1)

and chairman Paul Herzog did not take part.

Gray's term has just expired and President Truman has announced he will not be reappointed. In his dissent Gray said it was difficult for him "to conceive of anything more local in character than a motion picture theatre."

The Board's ruling came in a case in which several anti-IATSE projectionists in Balaban and Katz's Princess Theatre in Toledo were seeking to be recognized as a separate bargaining unit. They called themselves the Toledo Projectionists Association and sought a vote between themselves and IATSE.

Balaban and Katz said the Board had no jurisdiction. IATSE said that the Board should find that the Princess was not an appropriate bargaining unit and duck the question of jurisdiction, but that if that question had to be reached, it believed the Board had no jurisdiction.

The Board acted with unusual speed on the case, which was argued here on Dec. 6.

Dismiss Test Case

Though the Board said it had jurisdiction, it went on to dismiss the case because it felt that the Princess Theatre was not an appropriate bargaining unit. The majority said that since 1921 Toledo exhibitors have bargained as a group with the IATSE local, and that thought the exhibitors association is not a formal one and though the results of the joint negotiations have been incorporated in separate uniform contracts, "We find that the Toledo theatre owners, including the employer, have demonstrated the desire to be bound by group rather than individual action and that a unit limited to the projectionists of the Princess Theatre is inappropriate."

The Board majority cited the projectionists claim that Local 228 of IATSE had failed to represent them adequately and had discriminated against them. It said that if this were true, "appropriate remedies should be pursued under other provisions of the Act and not in this representation proceeding." The reference was apparently to sections outlining unfair labor practices by unions.

In asserting jurisdiction, the Board majority said that B. and K. was an Illinois corporation operating 120 theatres in three states. It pointed out that all disbursements for the Toledo theatre came from B. and K.'s Chicago home office, that Princess employes were paid from Chicago, and that office stationery, report forms, and ushers' equipment came from Chicago.

Sees 'Multi-State' Operation

"Because it appears that the Princess Theatre is operated as an integral part of the employer's multi-state business," they said, "we find that the employer is engaged in commerce within the meaning of the National Labor Relations Act."

Commenting on Gray's dissent, the Board said it had consistently taken the position that an employer's operations must be considered as a whole, and that a branch or a segment of an employer's business, though by itself an essentially local enterprise, loses its local character when viewed as part of the employer's multi-state operations.

Gray, in his dissent, said that the mere fact that the owner of the Princess owned theatres in other states "in no way destroys the essentially local character of the enterprise."

He declared that if a labor dispute occurred, "it would at most result only in the closing of the Princess Theatre. With today's wide choice of entertainment available via radio, television, community social functions, to say nothing of the numerous other theatres, potential patrons would simply turn to other amusement sources. The impact of the labor dispute upon commerce would be too minor and insubstantial to warrant the intervention of this Board. In my opinion it would be more consistent with established Board doctrine not to assert jurisdiction in this case."

In the absence yesterday from New York of IATSE president Richard F. Walsh, and in view of the fact that there is no appeal from National Labor Relations Board decisions, "IA" spokesmen here said they had no comment, at least for the time being, on the NLRB's assertion of jurisdiction over labor disputes in theatres operated as parts of circuits doing business in more than one state. An "IA" spokesman said it is assumed the next step would be the holding of an NLRB election in Toledo.

SAG Offers Coast Parley on Jan. 6

Hollywood, Dec. 21.—The Screen Actors Guild and Eastern talent unions comprising the Television Authority will resume negotiations on jurisdiction over acting for television films on Jan. 6 in Hollywood, if the TVA group accepts a suggestion offered by SAG in a telegraphic reply last night to wire from TVA proposing further discussions in New York. TVA had proposed that SAG hold "in abeyance" negotiations now in progress with television film producers throughout the country pending a meeting "to examine all possible proposals for peace."

WB Service Shorts

(*Continued from page* 1)

pioneer and a leader in this field for many years," said Jack L. Warner, executive producer, in giving the "green light" to Gordon Hollingshead, short subjects department chief, for the production of the new series.

Among the public service shorts Warners has assigned to Hollingshead for 1950 production are: "Women of Tomorrow," a story of the girl scouts; "My Country 'Tis of Thee," a brief history of the United States; "The Light of Asia," filmed in Japan; "Canada Forever," and "The Power of Water," filmed in California.

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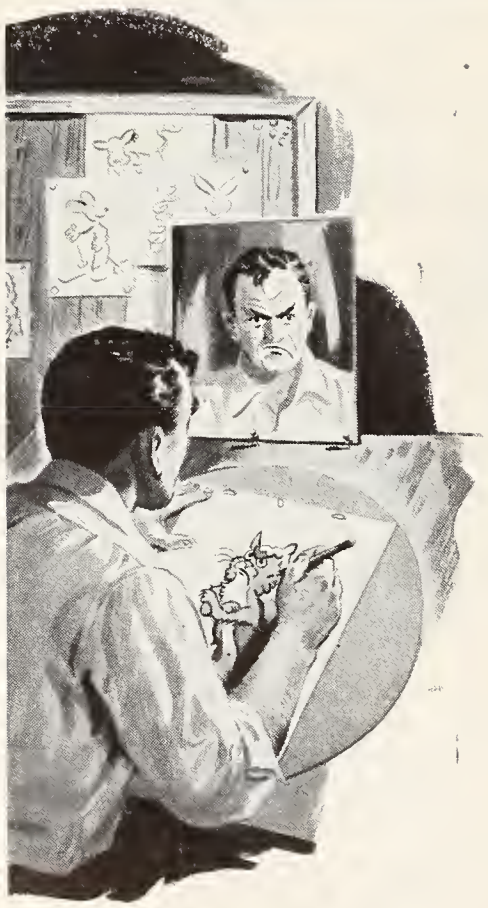

His pen-and-ink people live for laughter...

BORN on the drawing board, though they are, these little people have the breath of life and laughter that captures hearts the world around—thanks to the creative genius of the animator.

His knowing lines belie the fact that they are folk of fantasy... of pen and ink and paint. For each and every one has the human touch . . . has been fully endowed with character and lifelike movement, through the animator's artistry.

Yet—for all his wit and skill—the animator could not present his gift of laughter to the moviegoing world without the help of film. And this—in types especially adapted to his needs—he finds in the famous Eastman family, whose Fine Grain Master Positive and Background X Negative have been the animator's faithful mediums for many years.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 121 NEW YORK, U. S. A., FRIDAY, DECEMBER 23, 1949 TEN CENTS

MPEA's Maas Optimistic of Russian Deal

USSR May Buy American Product in Near Future

The probability of the Soviet Union's purchase of a block of American-made motion pictures through the Motion Picture Export Association was changed yesterday into distinct likelihood.

Irving A. Maas

Irving A. Maas, vice-president and general manager of the MPEA, who returned to New York on Wednesday by plane from Prague, after spending three weeks in Moscow, reported yesterday that there are

(*Continued on page 3*)

$26,000 for Debut Of 'Samson' Here

House checks throughout the day at the Paramount and Rivoli here disclosed that "Samson and Delilah" in its dual premiere engagement gave both houses peak business, in sharp contrast to the majority of local first-runs which are in the grips of the usual pre-holiday slump.

Playing at advanced admissions,

(*Continued on page 4*)

McGee Named Chief of Denver Variety

DENVER, Dec. 22.—Pat McGee, general manager for Cooper Foundation Theatres, was named chief barker for the newly-established Variety Ten No. 37, which is a continuation of the Rocky Mountain Screen Club. Other officers include Bernie Hynes and Hall Baetz, assistant chief barkers; William Hastings, property master, and Harry Green, dough guy.

Canvasmen include Robert C. Hill, Fred Brown, Ed Mapel, H. W. McLaren, Robert Selig, Mayer Monsky, Duke Dunbar and Kenneth Smith.

16th and Last TOA 'TV' Petition Filed

Wahington, Dec. 22.—The 16th petition to be filed with the Federal Communications Commission by units and members of the Theatre Owners of America, asking the FCC to allocate frequencies for theatre television, emanated today from Lockwood and Gordon Enterprises and the Motion Picture Theatre Owners of Washington, D. C. TOA attorneys believe it will be the final such filing.

Depinet Buys 15,000 Shares

Ned E. Depinet, president of RKO, has exercised his option to purchase 15,000 shares of stock of the corporation at eight dollars per share, giving him a total, it is believed, of about 35,000 shares. The stock closed at 8⅝ yesterday.

As part of their seven-year employment contracts, Depinet, N. Peter Rathvon and the late Charles W. Koerner were given options to purchase a total of 50,000 shares. With the new purchase of the 15,000 shares, Depinet has exercised his option,

(*Continued on page 3*)

Celebrities in Line For Roxy Premiere Of 'Prince of Foxes'

Matching its world-wide premieres in capitals of the world in November, 20th Century-Fox's "Prince of Foxes" made its bow at the Roxy Theatre here last night.

While diplomats, government officials and social, civic and industry leaders poured into the theatre through an aisle designated "Celebrity Lane," the flare of flashlight bulbs and roars of watching crowds added an exciting tempo. The premiere was sponsored by the United Hospital Fund.

Participating was a 35-piece marching band of Boy Scouts and a choir of 200 uniformed nurses who paraded up Seventh Avenue. The Italian Folk Society had members, garbed in native costumes, perform inside the

(*Continued on page 4*)

3 More Percentage Suits Are Filed

NEW ORLEANS, Dec. 22.—William A. Lighter, Jr., individually and doing business as Southeastern Theatres Co. is the defendant in three percentage actions filed here. Separate complaints were filed by RKO, Universal and Loew's in U. S. District Court for the Eastern District of Louisiana. The complaints allege the submission

(*Continued on page 3*)

Para. Pictures Corp. All Set; Elect Balaban

Zukor, Board Chairman; Griffis Tops Exec. Group

The full board of directors and officers of the new Paramount Pictures Corp. were elected at a formal organizational meeting here yesterday with Barney Balaban named president; Adolph Zukor, board chairman, and Stanton Griffis, chairman of the executive committee.

Barney Balaban

Other officers are: Y. Frank Freeman, Henry Ginsberg, Austin C. Keough and Paul Raibourn, vice-presidents; Fred Mohrhardt, treasurer; Keough, secretary; Russell Holman,

(*Continued on page 4*)

Ginsberg Sets Four For Jan. at Para.

HOLLYWOOD, Dec. 22.—Paramount announced here yesterday that production on four new pictures will start in January, the studio's largest January schedule in some years.

Henry Ginsberg, Paramount studio vice-president, has given the green light for a Jan. 16 start on "Union Station," story which ran serially in the *Saturday Evening Post;* stars are William Holden, Wanda Hendrix, Barry Fitzgerald, and Nancy Olson, with Rudy Mate directing and Jules Schermer producing.

Starting the same day will be the new Hal Wallis production, "My Friend Irma Goes West," sequel to

(*Continued on page 3*)

Says Low Rentals Curtail Product's Quantity, Quality

HOLLYWOOD, Dec. 22.—Low rentals from exhibitors are blamed by Joseph Kaufman, former exhibition executive, who switched to production, for the curtailment of independent product in both quantity and quality.

Exhibitors who have beat down to "hardship levels" the prices paid for independently-produced films have not only forced many independents out of business, but have limited the survivors in the use of fresh talent, new ideas and treatments because of tight budgets, according to Kaufman.

Kaufman, after selling films in the early '30's and later serving as buyer for 50 Balaban and Katz theatres, entered production five years ago and has "The Babe Ruth Story" and "It Happened on Fifth Avenue" to his credit. These films, he says, were like other independent product, priced in favor of the exhibitor. The drying up of this source of supply should be a major concern of exhiibtion, Kaufman points out.

Kaufman's plans have been reshaped to meet the situation, he says, with production abroad through his newly-formed Joe Kaufman Productions, of two George Raft vehicles. He does not hope for cheaper production costs, as American stars, directors and other key talent will be taken to Europe, but for a more interesting, and therefore a better commercial product to be made.

Kaufman, who will be associated with John and James Wolfe of Romulus Films, will produce seven pictures within the next three years, and may add more.

No Paper Monday

***Motion Picture Daily* will not be published on Monday, a legal holiday, in observance of Christmas Day on Sunday.**

Leon Bamberger, Maker of Mayors

RKO Radio, in the person of Leon Bamberger, exhibitor relations director, was instrumental in electing a new mayor for Chatham, Ont., Canada, according to word received here from Harland Rankin, president of Rankin Enterprise there.

In last year's elections Rankin was campaign manager for a local attorney who was defeated. Rankin wrote Bamberger asking aid in the campaign this year. "I received sketched suggestions, which we used in our platform," he said. "These suggestions brought many phone calls and favorable comments," Rankin explained. "The voters even thought I was a genius, thanks to Bamberger." Rankin's attorney won by the largest majority in the town's history.

Personal Mention

LEO F. SAMUELS, assistant to WILLIAM B. LEVY, Walt Disney world sales manager, and CHARLES LEVY, Eastern publicity head, have returned here from Chicago and other Eastern and Midwestern cities.

•

DIMITRI TIOMKIN, composer of the scores for "Champion" and "Home of the Brave," has been given a special award of merit by the National Association for American Composers and Conductors.

•

S. CLAUS is scheduled to arrive here over the weekend from the North Pole where he has been on location for a year for Reindeer Productions.

•

NICHOLAS RAY, RKO Radio director, will arrive here on Wednesday from the Coast.

•

HENRY KRUMM, Selznick special representative at New Orleans, has returned there from a trip to Florida.

IRVING HELFONT, home office assistant to GEORGE A. HICKEY, M-G-M Western sales manager, will return here today from a tour of branches in the Far West.

•

ABE KAPLAN, Brandt Theatres supervisor, and MRS. KAPLAN have become the parents of a son, ALAN EDWARD, born at the Beth-El Maternity Hospital.

•

MAX BLACKMAN, Warner Theatres' executive, is a grandfather of a baby girl born to his daughter, MRS. HERBERT A. POGODA, at Doctor's Hospital here.

•

DAVID BINES, producer-director of RKO Palace vaudeville, and MRS. BINES have left here for a 21-day West Indies cruise.

•

RICHARD B. DAVIS, of RKO's legal department here, is the father of a girl, NANCY ELLEN.

Notables Slated for 'O'Riordan's' Opener

Governor Thomas E. Dewey, Mayor and Mrs. William O'Dwyer and scores of other notables have been invited by the Australian Consul General in New York, Edward Kenneth Smart, to attend a special invitational performance of Universal-International's "The Rugged O'Riordans" at the Park Avenue Theatre on Jan. 4.

The showing, which will mark the American premiere of the film, promises to bring out a large number of dignitaries representing the domestic, foreign and international worlds, as well as the local scene.

NTFC Forum Set for Wednesday at Astor

The third quarterly forum of the National Television Film Council will be held next Wednesday at the Hotel Astor, it is announced by Melvin Gold, NTFC president. A dinner-meeting will be held in the evening at the Brass Rail.

The forum is comprised of three sessions. The first, on distribution, will be held at 10 A.M. and will be headed by John Mitchell, United Artists Television sales manager. Sessions on production and television stations are slated for one and three P.M., respectively.

Buffalo Backs Drive

BUFFALO, Dec. 22.—George H. MacKenna heads a committee of exhibitors formed here to promote the showing of a trailer urging support of the 1949 Sister Kenny Fund.

New Firm in Michigan

DETROIT, Dec. 22.—A new firm, Academy Productions, has been formed by J. Oliver Black, Ferndale, Mich. Associated with him are Richard Lyford, Washington, and C. Moray Foutz, Los Angeles.

Rescher Head of Photographers' Union

Jay Rescher has been elected president of International Photographers of the Motion Picture Industry, local No. 644, IATSE. Others elected include George Hinners, vice-president; Harold Muller, secretary; Sidney Zucker, treasurer; Walter A. Lang, business representative; Frank Landi, sergeant-at-arms; and U. K. Whipple, Edgar Hatrick and R. W. Madeler, trustees.

Members of the executive board include: Roy Edwards, Lawrence E. Williams, Al Mingalone, Frank Zucker, Edward Horton, Leo Rossi, Thomas Priestley, Charles Downs, Jack Horton, James Fitzsimons, Morris Hartzband, Frank Serjack, Herbert Rich, Frank Hurley.

57 Key Runs Set for 'All the King's Men'

"All the King's Men," Columbia, currently playing pre-release engagements, will get underway on a nationwide scale with 57 key runs set between now and mid-February.

Kicking-off the Coast-to-Coast openings yesterday was the El Miro, Santa Monica, Cal., to be followed by the Liberty, Seattle, today, and the United Artists, Detroit, on Christmas Day.

Lamour Sues RKO

HOLLYWOOD, Dec. 22.—Dorothy Lamour has filed suit in Federal Court against RKO demanding payment of salary withheld since Oct. 17 and asking the court to define her rights under the existing contract. The complaint sets forth that the studio breached the contract by exercising without justification a clause providing for cancellation of the first of three pictures covered in case she was physically incapacitated for any four-month period. She denies this was the case, despite the fact she became a mother on Oct. 20, and states she was not called upon to report for work.

16 Nominated for 5 Posts at 'IA's' H-63

Sixteen members of IATSE Motion Picture Home Office Employes Local No. H-63 have been nominated for election to office. Spirited contests for the post are indicated pending balloting on Jan. 17.

Nominations follow: for president, incumbent Irving Zimmerman, Hyman Blaustein, Ed Brindley and Frank Irvine; for executive vice-president, incumbent Russell Moss, Eli Oestrich and Sam Kahn; vice-president, incumbent Lillian Spitz Berman, Oestrich and Joe Mazer; recording secretary, incumbent Mary J. Rosencrans and Lillian Eskenazi; treasurer, incumbent Harry Baum, Gil Forgash, Frieda Katz and Jack Lacov. A new board is also up for election.

'IA' Voted Bargainer For NBC Video Crew

In the first National Labor Relations Board election for television make-up artists and stylists, employes in that category at NBC Television, New York, have unanimously chosen IATSE Local No. 798 as their collective bargaining agent.

Negotiations for a contract covering these workers will be started soon by Sal J. Scoppa, business agent of the recently-formed Make-Up Artists Local, which is active also in the Eastern motion picture studio field. Local 798 now is organizing make-up personnel at all other television stations.

Rouse Quits Odeon

TORONTO, Dec. 22.—Andrew Rouse, manager of Odeon Theatres confectionery division, has announced his resignation, the second following the withdrawal of George W. Peters, former vice-president and company director, from the Rank-owned circuit. Rouse will join a retailing organization in which Paul L. Nathanson, former Odeon president, has a substantial financial interest.

FWC Employes Get $25,000; Donate Same Sum to Variety

HOLLYWOOD, Dec. 22.—Checks totaling $24,682 were distributed today by Fox West Coast at a meeting of the Southern California division and home office personnel. Of the sum $21,229 represented payments on the 14th annual National Theatres drive, with the remainder consisting of refunded dividends on group insurance.

George Bowser presided over the meeting, held at the Ambassador Hotel, and Dick Dickson outlined plans for the next 14-week drive, starting in January.

Charles Skouras, NT-FWC president, reported to the meeting his observations during his recent tour of Europe. With respect to domestic prospects for 1950, he told the circuit personnel that conditions would require all to work harder than ever before.

A check for $25,000, earned by special actiivties on the part of FWC employees, was turned over to Skouras to be donated to Variety Club Tent No. 25 for maintenance of the Variety Boys Club.

Skouras will be host to home office employees tomorrow at the annual Christmas party at the Hotel Ambassador.

Tufts in Coast Ad Post

Nathan Albert Tufts, former vice-president in charge of the Hollywood office of W. Earl Bothwell, Inc., and previously vice-president in charge of the Hollywood office of Ruthrauff and Ryan, has joined the Hollywood office of Batten, Barton, Durstine and Osborn, as assistant to Wayne Tiss, vice-president in charge of that office.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Cecil B. DeMille's masterpiece
"Samson and Delilah"
Color by TECHNICOLOR
HEDY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSBURY • HENRY WILCOXON
Paramount only RUSS CASE & ORCH.
PARAMOUNT • RIVOLI
TIMES SQUARE B'WAY AT 49TH

Tyrone Power - Orson Welles - Wanda Hendrix
in
"PRINCE OF FOXES"
Twentieth Century-Fox
On Stage—VIC DAMONE
and other big acts.
ROXY 7th Ave. & 50th St.

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Bob Hope to Cheer US Alaskan Troops

Hollywood, Dec. 22. — Bob Hope left here this afternoon in an Army plane piloted by Brig. Gen. Frank Armstrong to entertain troops at Alaskan military installations on Christmas Day. Air Secretary Stuart Symington will board the plane at Seattle. Mrs. Hope and their two children accompanied the star.

Name UA in $750,000 Distribution Action

PHILADELPHIA, Dec. 22.—Damages of $750,000 are asked for in a Federal Court action here in which Masterpiece Productions charges United Artists with improperly distributing 38 films allegedly owned by Masterpiece and for failing to give a full and accurate accounting. The complaint states that Masterpiece acquired the exclusive license for the films from its predecessor, Magnus Films, which had acquired the rights from UA. The latter is charged with releasing the films after Feb. 14, 1947.

Attorneys for United Artists here were not available for comment yesterday on the action instituted by Masterpiece in Philadelphia.

Funeral Rites Today For Ralph Spence, 60

HOLLYWOOD, Dec. 22.—Services will be held at Pierce Brothers Mortuary here tomorrow morning for Ralph Spence, 60, who died yesterday at the Motion Picture Country Home of a heart ailment after six weeks hospitalization. The deceased, long regarded as one of the ablest subtitle writers during the silent screen era, and who continued as a screen playwright after sound came in, was working on "The O. Henry Story" for 20th Century-Fox when stricken. He also wrote "Gorillaz," a stage play which was a hit in 1926, and turned out several Shirley Temple vehicles.

Interment will be in Valhalla Cemetery, North Hollywood.

Small and Columbia In Production Deal

HOLLYWOOD, Dec. 22.—A two-year financing and releasing deal between Columbia and Edward Small's independent producing company is near consummation, it is understood, with Small's "Lorna Doone" and "The Brigand" to be produced under the agreement.

Specifically excluded under the deal is Small's projected film biography of Rudolph Valentino.

Mrs. Harry M. Bessey

Mrs. Harry M. Bessey, wife of Harry M. Bessey, executive vice-president of Altec Service, passed away on Dec. 10, after a short illness, at Montclair, N. J., the company disclosed here yesterday.

Depinet, RKO Stock

(*Continued from page* 1)

which had an expiration date of Aug. 2, 1950, for the entire amount.

Rathvon still has the right to buy 15,000 shares at eight dollars with his option to expire on Jan. 3, 1950.

If It's "The Movies" Genocide is Okay!

¶ George E. Sokolsky, widely read columnist, has just made a cruel contribution to the cabal of voices which has as its purpose the besmirchment of the name of the motion picture and the industry.

His column which appears in a list of important newspapers throughout the nation, with original publication in *The New York Sun* carried on December 20 a piece under the title, "Morals in the News."

Mr. Sokolsky said:

"The press of the United States needs to police itself against the degenerative mentality of Hollywood where press agents smear their own clients to catch an inch of attention."

¶ The columnist's springboard to this savage generalization was, as he said, an invitation of a press agent to see a Rossellini picture. The invitation was turned down, because the writer "did not choose to sanction his (Rossellini's) publicized conduct." He then proceeded to belabor Rossellini, Ingrid Bergman and Rita Hayworth — blaming motion picture "press-agentry" for the scandalous odors which have surrounded these names—

Mr. Sokolsky has been neither penetrating nor fair in the whole body of his references and insinuations. He ignores for the purpose of taking a fling at "the movies" just that kind of keen analysis and understanding which is usually characteristic of his expressions, in type and on the air.

The only Rossellini picture which is now in New York and the only one to which it is likely that he was invited is "Germany—Year Zero." Had he seen this picture he would have found it the source of many grave concerns, including the fact that it makes a presentation of a type that is highly agreeable to the opinion-makers of the Kremlin.

But on very slight inquiry he would have discovered that the United States industry — "Hollywood"—has nothing to do with it. He would have discovered that the United States industry does not make this kind of picture, despite the clamor for it that is constantly set up by many of Mr. Sokolsky's journalistic colleagues.

¶ What, let us ask Mr. Sokolsky, is his formula for dealing with such vagaries of human nature as is represented in the behavior of Rossellini, Bergman, Hayworth and the others? Is he under any notion that the behavior of these persons is typical of the conduct of motion picture people in Hollywood and elsewhere? Does he fail to realize that the ethics of a journalist also can become suspect when he indicts a great body of people for the misconduct of a few.

Does his vehement opposition to genocide apply to all *except* motion picture people?

The press of the United States, including Mr. Sokolsky, needs to police itself not against a fancied "degenerative mentality of Hollywood" but against its own appetite for scandal, its own weakness for cruel and illogical generalizations—especially where Hollywood is concerned.

—*Martin Quigley.*

Percentage Suits

(*Continued from page* 1)

of false returns on percentage pictures exhibited at the Center Theatre in Franklin, the Town Hall in Baldwin, the Ber in Berwick and the Arcade in Patterson, all in Louisiana.

Chaffe, McCall, Toler and Phillips of New Orleans are plaintiffs' attorneys with Sargoy and Stein of counsel.

Jockey's Widow Sues

INDIANAPOLIS, Dec. 22.—A million dollar damage suit was filed against Warner Bros. here today by the widow of Jockey Charles Kurtsinger, charging that his name was used without permission in a newsreel sequence in "Seabiscuit," in a match race with War Admiral. Mrs. Catherine Kurtsinger, Louisville, asked $750,000 damages for herself and $250,000 as administratrix of her husband's estate.

Ginsberg Sets Four

(*Continued from page* 1)

"My Friend Irma," featuring the original "Irma" cast: Marie Wilson, John Lund, Diana Lynn, Don DeFore, Dean Martin and Jerry Lewis.

Two others to start during the latter part of the month are "Montana Rides," a Technicolor outdoor film based on a Max Brand novel, and starring Alan Ladd, with Mel Epstein producing; and another Hal Wallis vehicle, "No Escape," starring Burt Lancaster.

Daniel A. Doran, 89

YONKERS, N. Y., Dec. 22.—Daniel A. Doran, 89, exhibitor of silent film days, died at his home here Tuesday after a brief illness. Surviving are two sons, two daughters, a sister and 10 grandchildren. Services were held at St. Mary's Church.

Coast Production Hits Holiday Lag

Hollywood, Dec. 22.—Studio activity began slowing down today in preparation for the Christmas holiday, with most personnel not directly connected with pictures in the shooting stage scheduled for half-day duty tomorrow. The week witnessed the start of but four pictures and completion of 10, bringing the production level down to 26. The low ebb is expected to continue through the following week.

Reserve Decision on Balaban Stock Suit

Federal Judge Sylvester Ryan yesterday reserved decision on the proposed settlement of two stockholder actions against Barney Balaban, president of Paramount, following a hearing in U. S. District court. The actions stemmed from Balaban's loan to the company of $2,000,000 and his acquisition of convertible notes for common shares. Under the proposal, Balaban would be given a three-year employment contract at $2,000 per week. At yesterday's court session, stockholder Abram M. Davis objected to the settlement, saying that Paramount did not require the $2,000,000 borrowed from Balaban.

Kramer on Carver Memorial Air Show

Producer Stanley Kramer will be the guest and principal speaker on the first George Washington Carver Memorial program over Mutual Broadcasting on Jan. 5. Kramer was chosen for his production of "Home of the Brave."

MPEA's Maas

(*Continued from page* 1)

grounds for optimism that MPEA product will be exhibited in Russia in the foreseeable future.

Maas, whose entire trip abroad embraced two months in Eastern European "Iron Curtain" countries, screened a number of Hollywood feature films for the Soviet Ministry of Cinematograph in Moscow. He was accompanied on the Russian mission by Louis Kanturek, MPEA's Eastern European supervisor.

Russian officials, Maas indicated, appeared desirous of showing U. S. films in their country's theatres.

Maas refused to make public details surrounding his Russian mission, explaining that he was obliged to make his report first to Motion Picture Association of America president Eric A. Johnston and the MPAA and MPEA boards. It was expected that he would communicate by telephone no later than today with Johnston, who is in Seattle, where it is likely he will remain through the Christmas and New Year holidays.

Maas' intention when he left New York by plane for Prague on Oct. 22 was to visit virtually all of the "Iron Curtain" countries. However, the only such country he was permitted to enter in addition to Czechoslovakia and Russia was Poland. He was unable to obtain visas to Bulgaria, Hungary and Romania. Other countries he visited were Yugoslavia and Austria.

'Foxes' Debut

(*Continued from page* 1)

theatre. The nurses sang Christmas Carols, while the Folk Society members gave a half-hour concert of Italian songs.

Photographers and newsreel cameramen filmed the happenings. In other parts of the Roxy rotunda, microphones of AM and FM radio stations were set up.

All proceeds of last night's opening which totaled $50,000, according to a 20th-Fox spokesman, went to the United Hospital Fund, made possible by the loan of the film to the Fund by Spyros P. Skouras, president of 20th Century-Fox. The money will go toward the support of New York's 85 voluntary hospital members of the Fund.

Display Italian Flowers

On display in the lobby were 5,000 carnations, flown in from Rome as a tribute by the Italian government to the picture. They will be distributed to hospitals throughout the city, one thousand being held out to go to the first 1,000 women attending the regular opening performance this morning.

Heading the benefit committee of the Hospital Fund in charge of arrangements for the premiere were Mrs. Charles M. Reagan and Mrs. Ralph Boots, co-chairman, assisted by Mrs. Frank E. Adair, Mrs. Jean Curran, Mrs. William B. Given, Jr., Mrs. John Irwin II, Mrs. Harry M. Kalmine, Mrs. Edwin H. Koehler, and Mrs. Joseph B. Schuyler.

Noted Persons Attend

Among those from the entertainment world invited were Gene Tierney, Richard Conte, Celeste Holm, Jose Ferrer, Everett Sloane, Peggy Ann Garner, Deems Taylor, Patrice Munsel, Lauritz Melchior, Paul Winchell, Jerry Mahoney, Sid Caesar, Mindy Carson and Vic Damone.

Heading the diplomatic and governmental representation were Gen. Carlos P. Romulo, Alberto Tarchiani, Italian Ambassador, Italian Consul General Aldo Mazio, and Acting Mayor Vincent Impelliteri. Notables from the U. N. and various embassies and consulates also were present.

Others included Mr. and Mrs. Spyros P. Skouras, Mr. and Mrs. Ned E. Depinet, Countess de Kotzebue, Mr. and Mrs. John T. Pratt, Jr., Mr. and Mrs. Walbridge S. Taft, Dr. and Mrs. Frank Adair, Mr. and Mrs. Vincent Astor, Dr. and Mrs. Ralph H. Boots, Mr. and Mrs. Edward H. Gerry, Mr. and Mrs. William Hale Harkness, Mr. and Mrs. Nathaniel P. Hill, Mr. and Mrs. Charles S. Payson, Mr. and Mrs. Roland L. Redmon, Mr. and Mrs. William Woodward, Mr. and Mrs. Edgar Kobak, Mr. and Mrs. Stanley Resor, and Dr. Marcus D. Kogel.

Sports notables included Jackie Robinson, Phil Rizzuto, Tommy Henrich, Roy Campanella, Rocky Graziano, Lee Savold and Gus Lesnevich.

'Twelve O'Clock' Premiere Features Stars, Army Officers and Crowds

Los Angeles, Dec. 22.—This city witnessed an authentic Air Force premiere last night as Hollywood's "great" and top-ranking officers of the Army turned out for Darryl F. Zanuck's production of "Twelve O'Clock High" at Grauman's Chinese Theatre.

Preceded all day by armadas of planes saluting the opening of the Eighth Air Force saga starring Gregory Peck, the premiere at the Chinese brought out one of the greatest arrays of celebrities in the history of film capital debuts.

Peck was on hand, as were Tyrone Power, Anne Baxter, Al Jolson, Bob Hope, Mark Stevens, Louella Parsons and Hedda Hopper.

Reviews

"Ambush"

(Metro-Goldwyn-Mayer)

ROBERT TAYLOR, John Hodiak and Arlene Dahl are the names for billing with "Ambush," a rugged U. S. Cavalry-versus-Indians opus that shows up the two gentlemen to fine virile advantage and the lady to equally good advantage as the Army outpost belle for whose love both vie. As is to be expected in a Western directed by veteran Sam Wood, this production comes through with the sort of photographic effects and general verisimilitude in treatment that stamp it as a distinct departure from the "routine horse-opera." But as far as grown-up Westerns go, this one is not particularly outstanding, for it serves up a familiar, cliche-ridden tale whose every twist and turn can be easily foretold by the most unsophisticated member of an audience.

But let no exhibitor be deterred, for Marguerite Roberts' screenplay, based on a story by Luke Short, offers plenty of action, particularly of the Indian-fighting variety, and is sprinkled with engaging romantic interludes. Commercial assets herein far outweigh the disadvantage of a routine story; hence, it isn't difficult to foresee brisk box-office business for "Ambush."

The villain of the piece is a cunning Apache chief called Diablito. The only man he fears is freelance scout Taylor. When Diablito's braves kidnap Miss Dahl's sister, Taylor is persuaded by Miss Dahl's exercise of personal charm to guide Captain Hodiak's troops in a search for the Apaches, who, incidentally, display what appears to be a justifiable resentment against being driven from their land. But the Indians' rights are beside the point in this story, and they are slaughtered in wholesale fashion in a showdown fight that is costly in lives too for the whites. Hodiak is killed and Taylor gets the girl. Both men had never liked each another, and the captain had whipped the scout in a fist fight, but Taylor in the final scene pays tribute to his rival's heroism nonetheless. A sub-plot offers a romantic triangle involving Lieutenant Don Taylor, Jean Hagen and her brutal soldier-husband, played by Bruce Cowling. Rounding out the cast are Leon Ames, John McIntire, Pat Moriarity, Chief Thundercloud, Charles Stevens and others. A Sam Wood Production, the picture was produced by Armand Deutsch.

Running time, 89 minutes. General audience classification. For January release.

CHARLES L. FRANKE

"Side Street"

(M-G-M)

THE combination of need and temptation nudges Farley Granger into taking one false step that leads to a chain of desperate circumstances in "Side Street." A simple, temporary mailman who day-dreams of buying his wife many beautiful things he can't afford, Granger yields to a violent temptation to steal money out of an office file while on his route. There follow a series of harsh melodramatic adventures. Anthony Mann has done an admirable job of direction, with the result that events move at a relentless pace. However, there is an over-contrived quality to the plot which sometimes weakens credulity.

It develops that the pilfered currency was blackmail money and a murder tied up with it. As Granger is overcome with fear and pangs of conscience, he tries to return the money, and thus falls into the grip of the watchful underworld. In the course of the narrative there are several other murders, with Granger constantly in flight from both police and gangland.

Cathy O'Donnell, portraying Granger's wife, does well in an unglamorous role that occasionally calls for a display of turbulent emotions. Paul Kelly turns in a smooth and effective job as the police officer who methodically pieces together fragments of clues that rescues Granger from doom in the whirlwind finale that sends a flock of police cars weaving furiously in and out of the streets of lower Manhattan. There is good camera work, especially in the scenes that catch the highlights of the city. Sam Zimbalist produced and Sydney Boem wrote the story and screenplay.

Running time, 83 minutes. General audience classification. Release date, Feb. 10.

MANDEL HERBSTMAN

'Samson' Opening

(*Continued from page* 1)

"Samson" wound up the opening day yesterday with an estimated gross of $17,000 at the Paramount, and $9,000 at the Rivoli, for a total of $26,000.

The two theatres are opening at nine A.M. at 90 cents with the admission going up to $1.25 at noon and $1.50 from six o'clock to closing. The weekend scale is 90 cents at opening Saturday, and for Saturday, Sunday and Monday, $1.25 at noon and $1.80 evenings. The Rivoli generally charges 60 cents at opening, 90 cents from noon to six o'clock, and $1.25 for evenings, both during the week and on weekends. The Paramount's normal scale is 55 cents from opening to one P.M., 90 cents until six and $1.20 until closing on weekdays. On weekends the Saturday opening scale is 70 cents and $1.25 on Sunday, with prices graduated to a $1.50 top.

The Paramount is running "Samson" six times daily along with four presentations of a brief stage program which features Russ Case's orchestra. The Rivoli, with no stage presentation, has seven showings of the film daily.

Yeggs Get Gas, Cash

Louisville, Dec. 22.—Safecrackers endured tear gas, planted in the Capital Theatre's safe to go off in the event of a blast, and escaped with $1,500, receipts of the Capital and Shelby Theatres, both managed by Sylvester Grove.

$350,000 to 'U' In 'Casbah' Suit

Hollywood, Dec. 22.—Universal won its counter-suit against Marston Pictures today when Federal Judge William C. Mathes gave it a judgment for $329,486 and a foreclosure chattel mortgage on "Casbah," the picture which Marston produced and subsequently sued Universal for $250,000, charging improper distribution.

The court also awarded Universal $5,000, allegedly improperly spent by Marston, and $20,000 for attorney's fees.

Universal was represented by Joe Dubin of the law firm of Swarts, Tannenbaum, Ziffren and Steinberg.

New Paramount Corp

(*Continued from page* 1)

Jacob H. Karp and Louis A. Novins, assistant secretaries.

Balaban announced that Ginsberg will continue his present responsibilities as vice-president and general manager of studio operations for the new company and that Y. Frank Freeman will continue as vice-president at the West Coast studio. Balaban also announced that Paramount International Films, Inc., will continue as presently constituted with George Weltner as president. He also revealed that the distribution business of Paramount Pictures Corp. will be handled through a wholly-owned subsidiary, Paramount Film Distributing Corp., of which Alfred W. Schwalberg will be president.

Effective on Dec. 31

Paramount Pictures, Inc., will be dissolved on Dec. 31 and will be succeeded by Paramount Pictures Corp. and United Paramount Theatres, the latter headed by Leonard Goldenson.

Raibourn, Weltner and Mohrhardt have been elected to the board of the new picture company, along with 13 others who have been on the directorate of the parent corporation being dissolved.

In making the announcement, Balaban stated:

"I am happy that Mohrhardt, Raibourn and Weltner have been elected as members of the Board of Paramount Pictures Corporation. Mohrhardt has rendered valuable service in the financial affairs of our present company; Raibourn is a leading authority in the television field and has made substantial contributions to other phases of our present company's operations; and Weltner has done an outstanding job in spite of the difficulties now encountered in the very complicated foreign field."

List Board Members

The full board directors follows: Balaban, Stephen Callaghan, attorney, partner of Lazansky, Callaghan and Stout; Freeman; Harvey D. Gibson, president of Manufacturers Trust Company; A. Conger Goodyear, chairman of the board of directors of Gaylord Container Corp.; Griffis, Duncan G. Harris, president of Brown, Harris, Stevens, Inc.; John D. Hertz, partner of Lehman Brothers.

Keough; Earl I. McClintock, executive vice-president of Sterling Drug, Inc.; Mohrhardt; Maurice Newton of Hallgarten & Co.; Raibourn; Edwin L. Weisl, attorney, partner of Simpson, Thacher & Bartlett; Weltner and Zukor.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 122 NEW YORK, U. S. A., TUESDAY, DECEMBER 27, 1949 TEN CENTS

Ascap Theatre Loss in '49 Is $1,200,000

Year's Television Take Totals About $400,000

American Society of Composers, Authors and Publishers' new important source of revenue, the telecasters, fell far short of making up for the Society's loss of income from motion picture theatres in 1949. Ascap collected about $200,000 from the video industry in the past year and has about the same amount accruing to it under new interim contracts with independent stations but actually still unpaid.

Against that total of about $400,000, the Society was completely out in the cold so far as theatre collections were concerned as a result of the Federal Court anti-trust decisions in New York and Minneapolis.

Ascap's gross annual take from theatres hit its peak in 1947 when close to $1,200,000 was received. The society's overall receipts from all licen-

(*Continued on page 2*)

More Time for 20th Partnership Splits

U. S. District Court here has approved application by 20th Century-Fox for various time extensions for dissolving partnership operations, ranging from six weeks to three months, and in one instance, Fox Montana Theatres, for an additional six months. The application was made in the form of a stipulation entered into by both 20th-Fox and the Department of Justice.

Under an earlier stipulation, the film company was to split up all its partnerships by Dec. 21 but negotia-

(*Continued on page 4*)

Granada Theatres Profit Increases

LONDON, Dec. 26.—Granada Theatres, Ltd., today reported a gross profit of $637,327 for the year ended Sept. 30 last, an increase of £26,000 over the preceding year.

Net profit after taxation this year was £84,145 compared with a net profit of £74,995 last year enabling Granada to carry forward £56,023, against £53,200 carried forward last year. A dividend of 7½ per cent on the ordinary shares of the company will be paid, the same as in 1948.

EXAMPLE OF GOOD 'PR' IS SET BY A 'ONE HORSE OPERATOR'

A striking example of how an exhibitor can do his share towards advancing the best interests of the industry has been set by Charles L. Jones of Elma, Iowa. Jones, who operates the Dawn Theatre, has initiated the idea of an occasional open letter to the people of the community concerning the industry. The first of these letters was attached to the back of Jones' December calendar which he sent out to some 2,000 patrons and others in the surrounding farm territory.

Considering himself a "one horse operator" who functions in a town of about 900 and a rural farm area, Jones believes that it is up to every exhibitor "to make a determined effort not only to defend his industry, but to make an equally determined effort to bring to the attention of his public the virtues of his industry."

In his "letter," Jones points out that "in no other industry are the actions of an individual used to condemn a whole industry. . . ." Continuing, Jones declares that, "I don't defend the wayward individual, but believe me, the vast, predominate majority in this industry are good American citizens interested in making both ends meet and making your life a little better through the best entertainment on earth. . . ." Jones, in his letter, proceeds to point out the exemplary war record of Hollywood.

In his conclusions, Jones says: "Hollywood is not a den of glamorous iniquity. . . . Hollywood has churches, homes, stores, movie houses, dull people, interesting people, families and schools doing an admittedly glamorous job of bringing you joys, relief, enlightenment and happiness for the modest price of your ticket. . . . I firmly believe that not only are movies your best, but your cleanest, most enlightening, influential and cheapest entertainment."

1,000 at Dinner for 'Guilty of Treason'

Eagle-Lion will set off what it describes as "the greatest publicity and exploitation campaign in its history" tonight when the Overseas Press Club of America stages a dinner for 1,000 civic, diplomatic and religious leaders and leading motion picture executives at the Waldorf-Astoria Hotel here. It will be the opening gun in the advance promotion for "Guilty of Treason," Jack Wrather-Robert Golden

(*Continued on page 4*)

Dan Michalove, 56, N. T. Vice-President

Dan Michalove, 56, vice-president of National Theatres and in exhibition since 1913, died at his home here on Friday of a heart attack. Services were held at the Riverside Memorial on Sunday, followed by burial yesterday at Asheville, N. C., his birthplace.

Michalove was an exhibitor in the South for many years and came to New York as general manager of the Universal Chain Theatres, later serv-

(*Continued on page 2*)

Wilson Nips Korda-O'Brien Plan to Tax U. S. Films

By PETER BURNUP

LONDON, Dec. 26.—Although the fire has been extinguished, British exhibitors are incensed over the story which has come to light of an effort by Sir Alexander Korda and Tom O'Brien to make any reduction in Britain's entertainment tax applicable to British films only.

Had the plan succeeded, theatres playing "foreign" films, which for all practical purposes means American films, would not have ben eligible for a reduction in the admission tax.

The idea, it is now learned, was spawned at an elaborate feast at Claridges, at which Korda was host a day or two before the recent Parliamentary debate on the state of Britain's motion picture industry. Its outcome was that O'Brien, head of the National Association of Theatrical and Kine Employes and a Member of Parliament, led a producer-trades union delegation, without exhibitor representation or knowledge, to Harold Wilson, president of the Board of Trade, an hour or so before the industry debate opened in Parliament and presented their plan.

What Wilson felt about the Korda-O'Brien maladroit approach was made clear in the concluding passage of his speech in Parliament, which fol-

(*Continued on page 4*)

COMPO Joins In All-U. S. Anti-Tax War

Key Post for Johnston, Myers in National Group

The Council of Motion Picture Organization's fight for repeal of wartime emergency admission taxes took on added impetus at the weekend as the all-industry unit allied itself with the recently organized National Committee for the Repeal of Wartime Taxes headed by Beardsley Ruml, Leon Henderson and other economists.

Motion Picture Association of America president Eric A. Johnston has been named a vice-chairman of the National Committee. Additionally, Abram F. Myers, chairman of the legislative and taxation committee of COMPO, has been asked to serve on the Trades Association Committee of the national repeal organization.

This was described as probably the

(*Continued on page 4*)

Pinanski Urges Cooperation in '50

BOSTON, Dec. 26.—Complete cooperation of all elements of the film industry was urged by Samuel Pinanski, head of American Theatres and president of Theatre Owners of America, in a statement issued here on Friday.

"It is my opinion," he said, "that economic soundness in the motion picture field can be achieved only by the complete cooperation of all the component parts of the industry. Never before, I believe, as in this current transitory period has our industry been in such vital need of harmonious

(*Continued on page 2*)

More Federal Laws May Reach Theatres

The National Labor Relations Board action last week in asserting jurisdiction over labor disputes in theatres owned by circuits doing business in more than one state may be a precedent for application of other Federal authority to such theatres, some industry attorneys believe.

Prior to the NLRB action all theatre operations had been treated as local enterprise, unaffected by Federal jurisdiction such as that asserted by

(*Continued on page 2*)

See Appeal Grounds In Tennessee Court Decision on 'Curley'

Possibility that the decision of the Tennessee Supreme Court in the "Curley" censorship case may be appealed to the U. S. Supreme Court as a test of the legal standing of film censorship bodies still exists, it was learned at the weekend.

The Tennessee court upheld a lower court ruling that United Artists, distributor of the Hal Roach film that was banned from exhibition in Memphis on racial grounds, was not a proper plaintiff because it had not sought to exhibit the film itself and was not a Tennessee corporation. The court upbraided Lloyd Binford, Memphis censor, for banning the film for racial reasons, but it failed to issue an order directing Binford to revoke his ban. Industry attorneys believe the case could be appealed to the U. S. Supreme Court for those reasons.

The Motion Picture Association of America is giving its full cooperation in the "Curley" case in the belief that it may provide a final test of censorship if it can be brought before the Supreme Court. However, if it is decided not to appeal the "Curley" case some other film censorship action will be decided upon for the ultimate test.

Shelley Winters to Promote 'South Sea'

Shelley Winters, star of Universal-International's "South Sea Sinner," will arrive in New York on Jan. 3 from Hollywood on the first leg of a key-city tour in connection with the world premiere of the film in St. Louis on Jan. 12, and the regional premieres scheduled to follow.

Miss Winters goes to St. Louis from New York on Jan. 9, following five days of press and radio interviews. She will be in St. Louis for three days in advance of the premiere to aid in the promotion of the film and to make personal appearances at the theatre. Following her appearance in St. Louis, Miss Winters will go to Milwaukee, Chicago, Pittsburgh, Dayton and Kansas City to aid in the territorial openings. She will make personal appearances in all these cities except Chicago.

Takes Four from FWC

SAN FRANCISCO, Dec. 26.—United Artists Theatres of California will take over operation of the Varsity Theatre, Palo Alto; the Mission Theatre, San Jose; Fox Theatre, Richmond; and the United Artists, Berkeley, on Jan. 1. All were formerly operated by Fox West Coast.

Ascap Theatre Loss

(*Continued from page* 1)

sees for 1949 reportedly amounted to about $10,700,000 with administrations costs averaging about 20 per cent.

Meanwhile, Ascap is in negotiations with the Justice Department which might lead to an amended consent decree allowing the Society to collect from film producers.

Personal Mention

STANTON GRIFFIS, U. S. Ambassador to Argentina and chairman of Paramount's executive committe, became a grandfather with the birth of a daughter to MRS. NIXON GRIFFIS, his daughter-in-law, at Lenox Hill Hospital here.

•

M. GRASSGREEN, of 20th Century-Fox's home office, and MRS. GRASSGREEN will celebrate their 25th wedding anniversary on Jan. 6.

•

AL WEISS, manager of the Olympia Theatre, Miami, won a new car as first prize in a managers' contest staged by Paramount.

WILLIAM BRETT, general manager of the Skyway Drive-In near Athol Springs, N. J., is spending the holidays in North Carolina with his son, with plans for a subsequent tour to view new drive-ins in the South.

•

IRA MORAIS, RKO Theatres publicist, and MRS. MORAIS are the parents of their first child, JUNE CAROL, born last week at the Brooklyn Jewish Hospital.

•

WILLIAM BUTZ, branch manager for Stevens Pictures at New Orleans, is convalescing at his home there from an operation.

Yuletide Celebrated At Home Offices

The Christmas season was given a merry welcome with a round of parties Friday afternoon at film company home offices and elsewhere. Columbia, Film Classics, M-G-M, Monogram, Paramount, RKO Radio, 20th Century-Fox, United Artists, Universal-International, Warner Brothers and the Motion Picture Association of America celebrated with office parties and Eagle-Lion brought in the holiday season with a party at the Barbizon-Plaza. Spyros P. Skouras, 20th-Fox president, entertained industry friends at a buffet lunch at the home office.

NY Variety Club to Hail New Year

The New York Variety Club will hold a New Year's Eve buffet supper and midnight show at it's clubrooms at the Hotel Astor. Following the show, which will be put on by S. J. Kaufman, there will be dancing.

Order TV Hookups On Bell and WU

WASHINGTON, Dec. 26.—The Federal Communications Commission on Friday made final an earlier proposed order requiring the Bell System companies and Western Union to allow other companies to interconnect their inter-city television facilities with those of the Bell and Western Union systems.

At the same time, the Commission ordered an investigation and hearing to determine whether it should require interconnection of the Western Union and Bell System inter-city television facilities.

Federal Laws

(*Continued from page* 1)

the Board.

Attorneys now studying the NLRB decision in the dispute involving projectionists of the Princess Theatre, Toledo, O., operated by Balaban and Katz, Chicago, see a possibility of other theatres of interstate circuits being subjected to jurisdiction of other Federal regulations, such as Fair Employment Practices, Wages and Hour laws and others.

$7,500 in Prizes for 'Mother' Promotion

Twentieth Century-Fox will release "Mother Didn't Tell Me" in March, backed by a nationwide showmanship contest for exhibitors, it was announced by Andy W. Smith, Jr., sales vice-president. Winning entrants in the contest will receive a total of $7,500 in prizes for engagements played during the period of March 2 to May 7.

The contest was prompted by the results of the "All-American Premiere Contest" staged last fall for "Father Was A Fullback," during which that picture in its first 10 weeks of release played a company record high of 6,000 engagements, according to a home office statement, which disclosed that "Mother Didn't Tell Me" will have a total of 500 prints for its showings around the country during the contest period. Entry details will be announced by trade press advertising, contest brochures and through the company's exchanges, the home office statement added.

Pinanski Urges

(*Continued from page* 1)

teamwork. With the box-office of every theatre highly sensitized to the pulse of the American public the strong need for top quality pictures becomes evermore apparent to successfully meet the challenge of increased competition.

"Fully realizing this at the outset of 1950, it is my fervent hope that the industry will combine forces to reach a common goal in bringing the American public back into the motion picture theatres. To achieve this end we must offer the finest and most economical entertainment."

IATSE Asks for Pensions

DETROIT, Dec. 26. — Negotiations with the Butterfield circuit on pensions for projectionists have been initiated by IATSE, according to Clyde E. Adler, state president of the "IA."

Bonus for Para. Workers

Paramount, in addition to the companies previously mentioned, has given a Christmas bonus to its employes. Each has received an additional week's salary, not to exceed $50.

Newsreel Parade

THE release of Angus Ward and the wedding of Mayor O'Dwyer are current newsreel highlights. Other items include stormy weather at sea, sports items and fashions. Complete contents follow:

MOVIETONE NEWS, No. 103—Ward leaves Red China. Mayor O'Dwyer weds. Grand Coulee Dam gets face-lifting. U. S. carrier braves winter storm. Sports: ice carnival. Trick dogs in Paris.

NEWS OF THE DAY, No. 233—U. S. Consul Ward freed by Chinese Communists. U. S. task force fights winter storm. Wedding bells for Mayor O'Dwyer. Ice carnival. Dog show.

PARAMOUNT NEWS, No. 36—Sports Champions of 1949.

TELENEWS DIGEST, No. 51-B—Mayor O'Dwyer weds. Congressmen protest Truman's budget. Japan: hunger strikes. Korea: American prisoners freed. France: disabled "vets" protest opposition to pension. Italy: Two Italian pilgrims first to arrive for Holy Year. Santa Claus display. Dog racing.

UNIVERSAL NEWS, No. 311—Angus Ward released by Chinese Reds. News in brief: Cadet graduation in England. Cat show in Paris. O'Dwyer wedding. Heavy weather in North Atlantic. Basketball.

WARNER PATHE NEWS, No. 38—China Reds free Angus Ward. Mayor O'Dwyer weds. Jet-propelled helicopter. Ski fashions from France. Navy task force tackles the Arctic. Hawaii takes to the surf en masse. Basketball.

Dan Michalove

(*Continued from page* 1)

ing Warner Bros. in the same capacity. In 1933 he joined Fox Film Corp., followed by his post with National Theatres. He was a member of the Motion Picture Theatre Owners of America's executive committee and a member of Picture Pioneers.

The widow, Fanny, three children, a brother and three sisters survive.

Mrs. W. M. Bishop

HOLLYWOOD, Dec. 26.—Mrs. Grace Clarke Bishop, 48, widely known here in film and political circles, died Thursday in St. John's Hospital, Santa Monica, after a long illness. She was the wife of W. M. (Doc) Bishop, head of the foreign publicity department of 20th Century-Fox Films and former secretary to Louis B. Mayer.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
HEDY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSBURY • HENRY WILCOXON
Paramount only RUSS CASE & ORCH.
PARAMOUNT-RIVOLI B'WAY AT 49th

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Mr. Hard-to-Get meets Miss Won't-Give-In

IN THE BIG BOXOFFICE BLAST OF THE HOLIDAY SHOW SEASON!

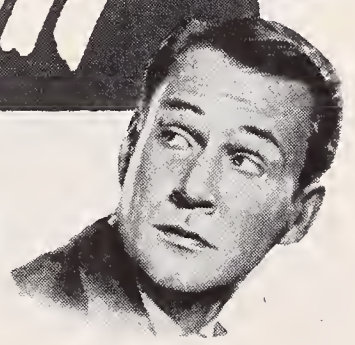
RKO presents

ROBERT MITCHUM

JANET LEIGH · WENDELL COREY

in A DON HARTMAN PRODUCTION

Holiday Affair



with GORDON GEBERT

Produced and Directed by DON HARTMAN

Screen play by ISOBEL LENNART

RKO RADIO PICTURES

Public Apathy Kills Film Censorship Bid

Duluth, Minn., Dec. 26.—A proposal to censor motion pictures shown here apparently died when only nine persons showed up at a meeting to discuss establishment of a censorhip board.

75-Million Television Fans Seen by 1955

Within five years, there will be about 20,000,000 television receivers in American homes for a total viewing audience at that time of approximately 75,000,000 persons, David Sarnoff, chairman of the board of RCA, reported in a year-end statement released at the weekend.

"In 1949, television began to exert a powerful impact on the entertainment habits of Americans," said Sarnoff. "Home-life, education, news, politics, sports and all forms of entertainment are beginning to realize the social and economic import of this new art, for there are 3,700,000 television receivers in use. A comparison of this figure with the 61,000,000 radio sets in the United States reveals the great potentials of television's further growth. Eventually every radio home should be a television home," he said.

20th's Time Grants

(*Continued from page* 1)

tions with the exhibitor affiliates ran into an assortment of delays because of tax considerations.

The time extension order was signed by Federal Judges Hand, Coxe and Goddard.

More Warner Time, Too

Dissolution of the Warner partnerships in Atlantic Theatres and Regent-State Corp., scheduled for Dec. 21, has been put off to March 21, as a U. S. District Court agreement to the extension was signed Friday.

Review

"The Amazing Mr. Beecham"

(*Rank—Eagle-Lion*)

THE British in this one do one of the things they do best—poke wry fun at their customs and habits. As a comedy drama, J. Arthur Rank's "The Amazing Mr. Beecham" is filled with many subtle delights, most of them in the form of crackling dialogue. Discriminating patrons should react to this unpretentiously-made farce with considerable favor.

The story's novelty hinges on the fact that David Tomlinson, young heir of aristocratic lineage, decides to run for Parliament on the Socialist ticket, while the household butler, Beecham, played by Cecil Parker, decides to uphold the family tradition by opposing Tomlinson on the Conservative slate. Around these hectic events there has been woven a fluctuating romantic quadrangle with Helen Backlin and Lana Morris in the ladies' corners. Characterizations throughout the picture are rich and deftly-etched. One of the heartiest of them is offered by A. E. Matthews as the lovable but eccentric master of the house.

William Douglas Home and Patrick Kirwan can be proud of their clever screenplay which was based on a story by the former. George H. Brown produced this Two Cities production and John Paddy Carstairs directed.

Running time, 85 minutes. General audience classification. For January release.

MANDEL HERBSTMAN

Dinner for 'Treason'

(*Continued from page* 1)

production based on the trial of Cardinal Mindszenty. The affair comes on the first anniversary of the Hungarian Prince Primate's arrest.

Speakers and guests at the dinner will be headed by His Eminence, Francis, Cardinal Spellman, Archbishop of New York. Others expected include Secretary of State Dean G. Acheson, Mrs. Franklin D. Roosevelt, Dr. Bela Fabian, author of the "white book" on Cardinal Mindszenty, Senator Herbert H. Lehman, Governor Thomas E. Dewey, General Carlos Romulo, Trygve Lie, Dr. Ralph J. Bunche, James A. Farley, Clare Booth Luce, Selden Chapin, Benjamin Cohen, David Sarnoff, David Dubinsky, Rt. Rev. Mgr. Henry F. Hammer, Rev. Arthur A. Campbell, and Rev. Francis E. White.

Eagle-Lion will be represented at the dinner by William J. Heineman, vice-president in charge of distribution; William C. MacMillen, Jr., vice-president in charge of operations; L. Jack Schlaifer, general sales manager; Milton E. Cohen, Eastern sales manager, and Leon Brandt, director of advertising-publicity. Newspaper publishers and heads of press wires services will attend.

Industry executives who will be present include Edward Golden; the producers of "Guilty of Treason," Jack Wrather and Robert S. Golden, who are flying from Hollywood to attend, and scores of others, including:

Si Fabian, Ted Gamble, Nate Blumberg, Robert Benjamin, John Hertz, Jr., Ned Depinet, Edward C. Grainger, Sam Rinzler, Joseph Vogel, Al Lichtman, Robert Mochric, George Dembow, Herman Robbins, Leonard Goldenson, Barney Balaban, Gus Eyssell, J. Robert Rubin, Gradwell Sears, William Scully, Neil Agnew, Sol Schwartz, Malcolm Kingsburg, Fred Schwartz, George Skouras, William Germaine, Phil Chakeres, Maury White, Spyros P. Skouras, Harry Brandt, Eugene Picker and Harry Kalmine

Also, James Mulvey, Charles Moss, Edward Hyman, Sam Pinanski, John Ford, Martin A. Mullins, George Schaefer, Arthur Howard, Harold Stoneman, Nathan Yamins, E. M. Loew, Edward Fay, Matthew Polon, Arthur Lockwood, I. J. Hoffman, Jay Emanuel, Frank C. Walker, William White, Joseph M. Seider, William Goldman, Theodore Schlanger, Tom Walsh, Sam Rosen, J. Myer Schine, Louis Schine, George Lynch.

Also, Abe Montague, Jack Cohn, Ben Kalmenson, Harry M. Warner, Albert Warner, Nicholas M. Schenck, Tom Rodgers, Herbert Yates, James R. Grainger, Joseph Bernhard, Bernard Kranze, Max Cohen, Maurice Goldstein, Edward Morey, Bert Jacocks, Frank Damis and Sam Blaskey.

Wilson Nips Tax

(*Continued from page* 1)

lowed upon his meeting with the delegation. Said Wilson with emphasis:

"Discriminatory taxation as between countries would almost certainly be contrary to our international obligations, and likewise arrangements to hand back immediately after collection some part of the tax to those who were showing purely British films."

Exhibitors applaud Wilson's stand and are pursuing their demand for an outright cut in the tax. They believe that their pleading with individual M.P.'s will achieve their aim. They are sustained, too, by the thought of the pending general election. Shrewd political observers believe that the Socialist government will throw several choice tidbits to the bourgeoisie before they go to the country. On the bread-and-circuses theory, which may even weigh with ascetic Sir Stafford Cripps, a cut in cinema prices may be as valuable as any.

But exhibitors will never forgive, even in the Yuletide season, the double-cross (as they describe it) attempted by the producers in coalition with trades-union.

Commends MMPTA For Water Crisis Aid

The New York City administration has commended the Metropolitan Motion Picture Theatres Association for its all-out effort in behalf of water conservation in the current crisis.

In a letter addressed to MMPTA executive director D. John Phillips, City Water Commissioner Stephen J. Carney took cognizance of MMPTA's cooperation through running of trailers, posting of appeals, etc., in member theatres. "May I asure you and your associates of my deep appreciation of your splendid cooperation in our present critical water supply condition," Carney wrote.

COMPO Joins

(*Continued from page* 1)

first time that motion picture interests have worked so closely with all other industries in an effort to have repealed discriminatory taxes. In the National Committee are company heads from the fields of railroads, airlines, jewelry, furs, phonograph records, retail stores and others that have felt the impact of the excise taxes which, it is expected, Congress will repeal.

Film industry executives Nicholas M. Schenck, Spyros P. Skouras, Leonard Goldenson, Harry M. Warner, Oscar A. Doob and Donald Henderson were members of committees which several months ago aided in organizing the National Committee for Repeal of Wartime Taxes.

Variety Honors Somerby

BOSTON, Dec. 26.—Al Somerby, managing director of the Old Howard Theatre, will be honor guest at a luncheon to be given by the Variety Club of Boston at the Hotel Bradford Jan. 11 in celebration of his 50th year in the theatre business.

Fly to fun and relaxation on a TWA Quickie Vacation

in the Southwest Sun Country

You're only hours away, by TWA, from "Q. V." fun in Southern California or Arizona. Save on TWA Family Fares. Call your travel agent or TWA.

TWA
TRANS WORLD AIRLINE
U.S.A. • EUROPE • AFRICA • ASIA

Do you know this man?

He *could* be one of your *patrons* . . . or, even worse . . . he *could* be YOU!

If you *know* this guy, you're in *trouble* . . . because that *yawn* is a sign of *indifference* . . . that begins with a lack of SHOWMANSHIP . . . and ends with a *lack* of *patrons!*

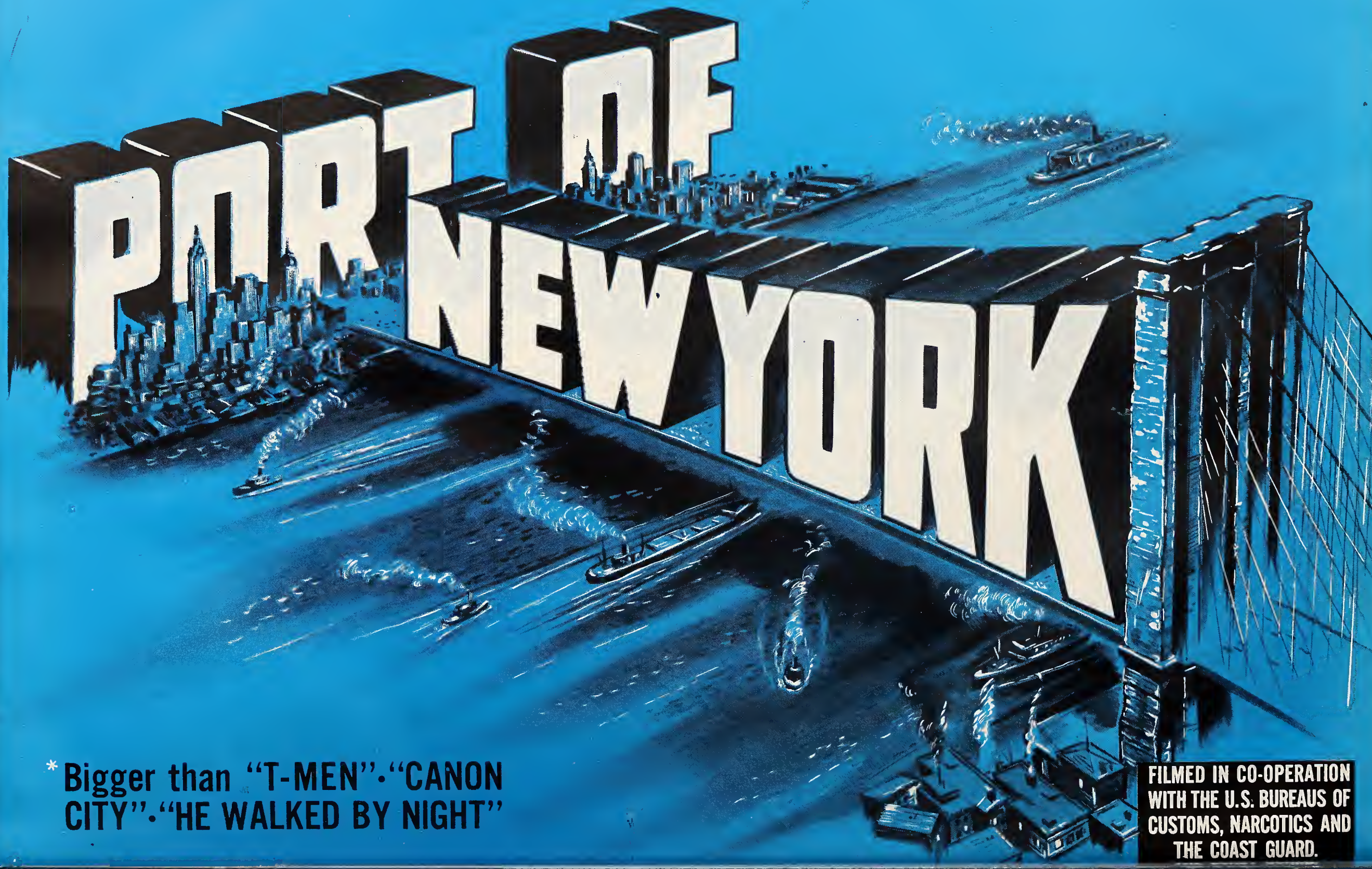
It's a contagious disease that can prove *fatal* to your BOX OFFICE . . . so check up NOW . . . and if you're the guy who is exposing his tonsils . . . *quit yawning* and start SHOUTING . . . about your Big Attractions! . . . your swell theatre! . . . and how the MOVIES are America's *biggest entertainment value!*

Wake up your patrons with a double-barreled blast of SHOWMANSHIP!

IT'S EASIER TO SELL SEATS WITH TRAILERS AND ACCESSORIES!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EAGLE LION GIVES YOU ANOTHER SMASH BOX-OFFICE HIT! *



* Bigger than "T-MEN"·"CANON CITY"·"HE WALKED BY NIGHT"

FILMED IN CO-OPERATION WITH THE U.S. BUREAUS OF CUSTOMS, NARCOTICS AND THE COAST GUARD.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 123 NEW YORK, U. S. A., WEDNESDAY, DECEMBER 28, 1949 TEN CENTS

Probe Ended, FTC Will Not Act vs. CRI

Bureau Examined Entire Operation of Company

Confidential Reports, Inc., which has been under investigation by the Federal Trade Commission, reports it has been informed by the FTC that on the basis of facts disclosed by its probe the government agency "does not contemplate further proceedings in this matter." The theatre checking organization is backed by all major distributors except Loew's.

Last spring, the FTC opened what was then described as "an informal investigation" of CRI's activities. Unnamed exhibition interests were reported to have instigated the FTC probe which during the opening stages manifested itself in the form of personal visits to a number of companies' sales executives by Joseph H. Klein, New York district investigator for the Commission.

The FTC decision in favor of CRI

(*Continued on page 3*)

'Jolson' Terms Under 60% in Chicago Runs

CHICAGO, Dec. 27.—Columbia is offering "Jolson Sings Again" to outlying theatres at terms less than 60 per cent, it was learned here today. The film is now being offered for first subsequent run showing on Feb. 10 under negotiation and in some cases competitive bidding.

Columbia, it is understood, will seek the best percentage terms it can get for each run, but will not demand the 60 per cent formerly asked. Many exhibitors here have said they wouldn't buy the film at the former terms. Other exhibitors stated that regardless of the terms Columbia was asking, they would not increase admissions.

Illinois Owners to Meet on February 9

Annual convention of the United Theatre Owners of Illinois, of which Edward Zorn is president, will be held on Thursday and Friday, Feb. 9 and 10, at the Abraham Lincoln Hotel in Springfield, Ill., according to information received here by Gael Sullivan, executive director of the TOA. Dave Jones of the Kerasotes Circuit is in charge of the reservations for the meeting.

'Samson,' 'Town,' 'Foxes,' 'Rib' Tops In Smash NY Week

In sharp contrast to the general box-office sluggishness dating back to Thanksgiving, the long Christmas weekend provided the majority of New York's first-runs with sensational business, approaching record levels at some spots and actually reaching new money marks at others.

"Samson and Delilah" is making history in its twin engagement at the Paramount and Rivoli. The Music Hall is doing the best business in its history. "Prince of Foxes" hit a new high for holiday business on Monday at the Roxy.

While there were no records to shout about at some other spots, returns for the most part were wholly gratifying, even for a holiday weekend.

Playing at advanced admissions, "Samson" figures to reach $132,000 in the greatest single week ever at the Paramount, and promises to give the Rivoli about $65,000, very close to the

(*Continued on page 3*)

Mindszenty Tribute At 'Treason' Showing

First anniversary of the arrest of Joseph Cardinal Mindszenty of Hungary was commemorated last night by Francis Cardinal Spellman, Archbishop of New York, in the keynote speech at a dinner of the Overseas Press Club of America at the Waldorf-Astoria Hotel here. Following the address there was a special screening of the new picture, "Guilty of Treason," which tells the story of the Mindszenty case.

Cardinal Spellman addressed an au-

(*Continued on page 3*)

COMPANY HEADS TO UK TALKS IS AIM

Seidelman Shifts Top 'U-I' Sales Personnel Abroad

Joseph H. Seidelman, head of foreign operations for Universal-International, has realigned top personnel in his division here and abroad, as follows:

Indonesia: U-I will reopen direct operations with a complete organization in this territory on Jan. 1, 1950; Cecil Marks will be manager. John Spires, until recently in charge of U-I's 16mm. foreign distribution in New York, transfers to Paris; he will be a member of the executive staff of Continental supervisor Harry Novak. Robert Seidelman, formerly with United World Films, takes over supervision of the 16mm. foreign distribution. Italy: Henry Lombroso has resigned as assistant manager in Rome; he will not be replaced. Siam: Sam Jones has been appointed U-I manager for this territory, replacing John Carpenter, who recently resigned. Germany: Al Szekler has re-

(*Continued on page 6*)

Smith Chairman of Distributor's Unit

Andy W. Smith, Jr., 20th Century-Fox sales vice president, has been elected chairman of the industry's National Distributor's Committee, to serve for the full year of 1950, it has been announced by Abe Montague, sales vice-president of Columbia, retiring chairman.

Balaban to Address Entire Para. Personnel on 50-Point Phone Link

Barney Balaban will discuss the passing of Paramount Pictures, Inc., and the birth of Paramount Pictures Corp., of which he is president, in a "conference" with the latter company's entire personnel by means of a telephonic hook-up linking his office with 50 points throughout the U. S. and Canada tomorrow afternoon. Also slated to speak from New York are Adolph Zukor, board chairman, and A. W. Schwalberg, head of distribution, and from the West Coast, Henry Ginsberg, vice-president and general manager of studio operations.

Amplifiers will be placed at each of the network's 50 outlets, including three at the home office, three at the studio, one each at the 32 domestic branches, six Canadian branches, two shipping stations, the storehouse and the Paramount News laboratory here and Long Island and West Coast laboratories.

Personnel of the new United Paramount Theatres will not join in the conference.

Johnston to Ask MPEA Endorsement; SIMPP Delegates Likely Too

By J. A. OTTEN

WASHINGTON, Dec. 27.—Indicating the importance which the industry attaches to renegotiation of the Johnston-Wilson Anglo-American film agreement, Motion Picture Association of America president Eric Johnston said today he will seek to have five film company presidents accompany him to London early next year to participate in the renegotiation talks with the British Labor Government.

In a statement released through MPAA headquarters here, Johnston, who is now vacationing on the West Coast, said he would recommend to the board of directors of the Motion Picture Export Association that these company heads

(*Continued on page 6*)

UK Film Policy to Be Aired Jan. 27

LONDON, Dec. 27.—President of the Board of Trade Harold Wilson will give the House of Commons a statement of the government policy with respect to the film industry soon after the House reassembles on Jan. 24, probably by Jan. 27.

The statement will be based on a digest of the recommendations of the several committees which have examined the industry for the government, together with observations of Wilson's officials.

It is expected that the King's speech opening the next Parliamentary session will include the announcement of new legislation increasing the capital of the the Film Finance Corp. to £10,000,000.

MPAA May Move to Upper Broadway

New York headquarters of the Motion Picture Association of America is looking for a new location and has under consideration an extensive suite of offices in the new Mutual Life Building at 55th Street and Broadway.

The Association, and its predecessor, the MPPDA, has occupied its present office quarters at 28 West 44th Street for more than 20 years. The move is expected early in the new year.

Urge FJP Gifts to Beat Tax Deadline

Pointing out the Dec. 31 deadline, after which charitable contributions will not be deductable from 1949 tax, George F. Dembow, National Screen Service vice-president, and chairman of the amusement division of the Federation of Jewish Philanthropies of New York, has called on committee chairmen to speed up acceptance of contributions during this week.

Pledges may be paid over a period of three years, but the amount actually paid in 1949 will be deductible from this year's tax.

Schlesinger Rites Held in Hollywood

HOLLYWOOD, Dec. 27.—Funeral services were held here this afternoon for Leon Schlesinger, 66, retired cartoon producer, who died Sunday after an 11 weeks' illness.

Entering the industry at 14 as an usher, the deceased became a film salesman and importer, forming a partnership with Hugh Harmon and Rudolph Ising in 1930 to launch the cartoon company which introduced "Merrie Melodies" and "Looney Tunes."

Following acquisition of his company by Warners in 1944, he continued to be active until last June as manager of cartoon by-products. Interment was at Beth Olam Mausoleum.

Tracy Barham Dies at Salt Lake Hospital

SALT LAKE CITY, Dec. 27.—Tracy Barham, vice-president and general manager of Intermountain Theatres, died this morning at Salt Lake Hospital following a long illness.

He had been in Salt Lake since 1941, prior to which he was associated with Paramount-Publix Theatres in the South. He had been in the theatre business since he was 16 years old.

MGM's Hal Carleton Dies in Australia

Hal A. Carleton, publicity director of M-G-M in Australia, died in his home in Sydney on Christmas morning after a short illness. Funeral services will be held today, the company reported here yesterday.

Carleton joined Metro as Australian publicity chief in 1933, following a career as newspaperman, theatre operator and film publicist.

George W. Quigley, 55

George W. Quigley, 55, formerly of the advertising department of *Photoplay* magazine and for the past three years sales and advertising manager for De Both Features, died on Saturday at Post-Graduate Hospital here after a brief illness.

Personal Mention

JOSEPH McCONVILLE, Columbia foreign distribution executive, has returned here from Europe.

•

JACK SEGAL, Columbia director; RICHARD NEY and RICHARD TODD, actors, were among passengers who arrived here from England on the *S.S. Queen Elizabeth* on Monday.

•

RENE WILLIAMS, producer, and ALFRED ZEISLER, director, left Hollywood by plane on Monday for Rome, where they will film "Horn of Plenty" at Cinecita studios.

•

MARC SPIEGAL, of RKO Radio's foreign department, has returned here from Germay where he set up offices for the company.

•

ALBERT CORNFIELD, 20th Century-Fox managing director for Europe, sailed from here yesterday for Paris aboard the *Ile de France*.

GAEL SULLIVAN, Theatre Owners of America's executive director, will return to New York from Washington on Friday.

•

BOB HOPE, accompanied by his wife and two children, returned to Hollywood on Monday from Alaska, where he entertained troops at Anchorage, Kodiak and Fairbanks on Christmas Day.

•

TOM ROGERS, of M-G-M's publicity department, and DENISE DARCEL, who appears in "Battleground," left here for St. Louis yesterday, where the film will open on Dec. 31.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, returned here yesterday from Phoenix and Dallas.

•

HERBERT S. STERN, Film Classics general counsel, has left for a Miami Beach vacation.

TOA Board Votes on COMPO Jan. 11-12

Theatre Owners of America's officers and directors will meet at the Mayflower Hotel, Washington, on Jan. 11 and 12 to vote on ratification of the Council of Motion Picture Organizations, TOA executive director Gael Sullivan disclosed here yesterday. An attendance of 75 is expected at the meeting.

The two-day conclave will be preceded by a private dinner on Jan. 10. Although the meeting agenda has not yet been completed, other subjects which will be discussed by the TOA leaders include mapping of campaign strategy to obtain passage of an excise tax relief bill at the coming session of Congress, plans for the national membership campaign to be inaugurated during 1950, and a decision on procedure at the public hearing which the FCC is expected to hold later this year on TOA's application for the allocation of theatre television channels.

Gus Schaefer Buys Into Hartford Circuit

HARTFORD, Dec. 27.—Gus Schaefer, formerly Northeastern sales manager for RKO Radio, has joined Hartford Theatres, Hartford, as treasurer, according to Al Schuman, general manager of the local five-theatre circuit. Schuman also said that Schaefer has purchased an interest in the concern. Attorney Jacob Belford has resigned as treasurer of the local circuit.

Rites for Wm. Beery Held on the Coast

HOLLYWOOD, Dec. 27.—Services were held here this afternoon for William Beery, 70, brother of the late Noah and Wallace, who died Sunday at Beverly Hills. He had been Wallace's business manager since 1936. The widow, a son and a daughter survive.

E-L Adds to Staff For New Promotion

A new Eagle-Lion policy under which special promotion men will be engaged and charged with the responsibility of creating national tieups and exploitation angles on individual major films was announced here yesterday by Leon Brandt, company's director of advertising-publicity.

First film to be so treated will be "The Sundowners," LeMay-Templeton production in Technicolor, which introduces John Barrymore, Jr. National exploitation and tieups on the film will be handled by Joe Clair, former United Artists exploitation representative, who this week joined E-L to operate under supervision of exploitation manager Lige Brien.

Taylor Resigns from William Morris Here

Albert Taylor, for the past seven years head of the William Morris Agency's play and motion picture story department, and in the past year coordinator with the radio and television sales department in the development of new properties, has resigned, effective Jan. 1. He went to the agency in New York from the Coast where he was associated with Columbia Management, Inc. and was later personal manager for Orson Welles.

Dinnerman Abroad For U-I on 'Francis'

E. V. "Dinny" Dinnerman, head of the Dinnerman Advertising Agency in Cincinnati, has been engaged by Universal-International to handle advance exploitation on the world premiere of "Francis" at Wiesbaden, Germany, on Jan. 21. He will go to Hollywood this week for conferences with studio executives on the handling of the premiere and the subsequent showings in Berlin and other military centers.

Newsreel Parade

HIGHLIGHTS of the year are highlights in four of the newsreels. Other items include the dual premiere of "Samson and Deliloh" in New York, Mayor O'Dwyer's wedding, sports and fashions. Complete contents follow:

MOVIETONE NEWS, No. 104—Newsreel history of 1949.

NEWS OF THE DAY, No. 234—Sports—1949.

PARAMOUNT NEWS, No. 37—President Truman accepts memorial to war heroes. Angus Ward released by Chinese Reds. Mayor O'Dwyer weds. Dual premiere of "Samson and Delilah" in New York.

TELENEWS DIGEST, No. 52-A—Washington: Illegal entry probe asked. Mexico: homeless children get care. New Jersey: the newest in flying machines, a pedal copter. Angus Ward describes his "detention." Honor partisan executed by Nazis in 1944. Winter storms of the Atlantic. Resort fashions. Basketball.

UNIVERSAL NEWS, No. 312—Highlights of 1949.

WARNER PATHE NEWS, No. 39—Greatest newsreel films of the decade—1940-50.

Waldo Trust Suit Is Settled Out of Court

HARTFORD, Dec. 27.—A film trust suit started in 1939 at District Court, Portland, Me., has been settled. The action was brought by Waldo Theatre Corp., operating the Waldo at Waldoboro, Me., against the late Joseph Dondis of Rockland, Me., the Rockland Amusement Co., M. and P. Theatres Corp., operating and managing the Strand and Park Theatres at Rockland, New England Theatres, Publix-Netoco Theatres Corp., and seven distributors. Originally filed by George S. Ryan, anti-trust lawyer, the complaint alleged conspiracy by the defendants resulting in unreasonable clearance in favor of Rockland Theatres against the Waldo and alleged long and unreasonable delays in serving the Waldo with films.

Feitel to License Disney Characters

Chester Feitel, associated with the late Kay Kamen for the past 12 years in the licensing of Walt Disney characters in advertising and merchandising, has been designated representative of Walt Disney Productions in that branch of the company's activities. The same policies will be pursued with Feitel functioning under Roy Disney, president of the company.

To Handle Pal Film Ads

Roy S. Durstine, Inc., has been appointed by George Pal, independent producer, to handle advertising for his new Technicolor feature, "Destination Moon." Promotion plans will rival the exploitation given to "Duel in the Sun" two years ago, according to Paul McNamara, advertising-publicity counselor in charge of the picture.

McCray Joins Law Firm

DAYTON, O., Dec. 27.—T. Latta McCray, formerly with RKO Radio's legal department, has become a member of the Dayton law firm, Vradelis, McCray and McCray.

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NEWS in Brief . . .

STANDARD Television Corp., headed by Irving Shapiro, and Robert S. Benjamin, president of the J. Arthur Rank Organization, have negotiated a deal whereby 75 Rank feature films, many as yet unreleased in the U. S., will be telecast through Standard, according to a spokesman for the latter company.

•

American Broadcasting completed an $8,000,000 program of development of television facilities in 1949, Robert E. Kintner, executive vice-president, disclosed here yesterday.

•

CHICAGO, Dec. 27.—Ten out of a possible 15 outlying theatres have won bids for a first run in each of their districts for "The Great Lover," initial film being offered by Paramount under its new bidding-zoning plan. The bidding closed on Thursday. Theatres in the other five districts either didn't bid for the film or were rejected.

•

Washington, Dec. 27.—The Center Theatre of Hampton, Va., will file a $450,000 damage and injunction anti-trust suit here next week against seven of eight major distributors—all except Loew's.

•

TORONTO, Dec. 27.—Ross McLean, whose term expires as commissioner of the Canadian Government National Film Board on Jan. 9, will become chief of the film section of UNESCO in Paris on Feb. 1. McLean will sail from New York on Jan. 23 for Paris.

PHILADELPHIA, *Dec. 27.—Owners of the Erlen Theatre, located in North Philadelphia, filed suit today against the eight major distributors for* $1,-108,000, *charging they are unable to obtain first run produet without a 28-day elearanee.*

Para. Usher Injured Seriously in Fracas

Lawrence Ruisi, an usher at the Paramount Theatre here, was seriously injured yesterday afternoon when he came to the rescue of another usher who had become involved in a fight with a group of teen-age youths in the lobby.

According to Robert Shapiro, manager of the theatre, the "gang of hoodlums" had seen the picture, "Samson and Delilah," and were attempting to cause a disturbance.

Mindszenty Tribute

(*Continued from page* 1)

dience of more than 1,000 guests in the grand balroom before the screening. Names of the scores of honor guests and others at the tribute appeared in MOTION PICTURE DAILY yesterday.

Distributed by Eagle-Lion "Guilty of Treason" was made from the book, "As We See Russia," written by 22 members of the Overseas Press Club who have had actual experience of life behind the "Iron Curtain." Last night's affair was broadcast on nationwide radio and television networks. The State Department's Voice of America program broadcast it in 37 languages to every country in the world, including Hungary, Russia and other countries behind the "Curtain."

'All the King's Men' Wins N. Y. Film Critics' Poll

"All the King's Men" was voted the best English-language film of 1949 by the New York Film Critics yesterday. The 17 Metropolitan newspaper critics who cast ballots also voted:

Carol Reed as the best director for "The Fallen Idol."

Broderick Crawford as the best actor for "All the King's Men."

Olivia De Havilland as the best actress for "The Heiress."

"The Bicycle Thief" as the best foreign-language film.

Eight attractions—three of them British—ran in the top category, but "All the King's Men," produced by Robert Rossen for Columbia release, was out front throughout. Under the group's rules, the winner must enjoy a two-thirds vote through the first five ballots and a simple majority in the sixth. "All the King's Men" led all the way and won on the sixth with nine votes. Trailing were "Intruder in the Dust," with five, and "The Fallen Idol" with three. Competing also were "Fame Is the Spur," "Home of the Brave" "Battleground," "Lost Boundaries" and "Quartet."

Reed merged as the top director in the sixth ballot with 11 votes. His closest competitor was Clarence Brown for "Intruder in the Dust." Nominated were William Wyler for "The Heiress," "Alfred L. Werker for "Lost Boundaries," Roy Boulting for "Fame Is the Spur," William Wellman for "Battleground," Robert Rossen for "All the King's Men" and Mark Robson for "Champion" and "Home of the Brave."

There were six nominations in the best actor group, in which Crawford emerged winner with nine votes. These were Mel Ferrer for "Lost Boundaries," Sir Ralph Richardson for "The Fallen Idol" and "The Heiress," Michael Redgrave for "Fame Is the Spur," Juano Hernandez for "Intruder in the Dust," and James Whitmore for "Battleground." Richardson tallied five votes in the final, and Hernandez, three.

Miss De Havilland outdistanced Dame Edith Evans, her closest opposition, for the best actress designation, at 12 votes to the runner-up's five. Competing in this division were Lea Padovani for "Give Us This Day," Nora Swinburne for "Quartet," Mercedes MacCambridge for "All the King's Men" and Judy Holliday for "Adam's Rib." Dame Evans was nominated for "Dolwyn" and "The Queen of Spades."

The foreign-language award was determined on one ballot and went to "The Bicycle Thief," Italian-made film handled here by Mayer-Burstyn. The competition here included "Affair Blum," "Devil in the Flesh" and "The Last Stop."

ONLY 12 STATE LEGISLATURES MEET IN '50—AIDS TAX FIGHT

WASHINGTON, Dec. 27.—The danger next year of action by state legislatures in behalf of local admission taxes is practically negligible. Only about 12 state legislatures will meet in 1950 and most of these will have adjourned by the time Congress acts on proposals for eliminating and/or cutting wartime excise taxes—if Congress acts.

This was pointed out here by Abram F. Myers, chairman of the committee on taxation and legislation of the Council of Motion Picture Organizations, who indicated in this connection that COMPO's tax-fighting strategy will be to concentrate on cutting the Federal tax this year, then next year attend to the matter of keeping states and cities from stepping in.

Myers expressed confidence in the unit's capacity to protect the industry at the state and local level of tax-fighting.

Smash B'way Runs

(*Continued from page* 1)

top. Estimated combined total of $197,000 is said to be the biggest gross for any single attraction on Broadway in a week. The two theatres did about $157,000 in the first five days of the concurrent run, this including business for last Thursday and Friday when most spots were off. The combined take for Saturday, Sunday and Monday amounted to an estimated $112,000.

At regular admission scales, "On the Town" with a special Christmas stage presentation at the Music Hall, in its second week, is headed for an all-time new high of $172,000, which is phenomenal business. Monday's income of over $30,000 was unprecedented for a single day at the theatre. Revenue for 4 days hit $125,000.

Also at regular scales, "Prince of Foxes" with Vic Damone topping the stage bill, drew an estimated $30,600 on Monday at the Roxy, which is a record holiday figure. The show took about $87,000 Friday through Monday and apparently will wind up the first week with a superb gross of $150,000.

Giving the Capitol its best business in many months, "Adam's Rib," with Eddy Duchin and the De Marcos on stage, is likely to reach $112,000 in an initial week. "East Side, West Side" is strong at the State where $40,000 is in view for a first week. "Battleground" came in for its share of improved business, with $37,000 in prospect for its seventh week at the Astor. Also in its seventh week, "All the King's Men" at the Victoria figures to gross about $21,000, which is close to twice the income for the sixth.

"The Lady Takes a Sailor" with The Ravens, Dinah Washington and Frank Marlowe in person should give the Strand about $40,000 in a good second week. "Pirates of Capri" is expected to wind up a good first week at the Globe with about $25,000 on the books. Business is good enough at the Criterion where "Bagdad" has about $25,000 in view for a first week. "Intruder in the Dust" wound up a fair fifth week at the Mayfair with about $10,600 in the till.

"Hamlet" still looks good at the Park Avenue where it should bring about $6,300 and "The Red Shoes" might reach $14,000 at the Bijou, with extra holiday performances.

SAG, TVA to Meet; Site is in Dispute

The Television Authority board and the Screen Actors Guild board have agreed in an exchange of telegrams to meet on Jan. 6 to discuss talent cooperation in the television field, but are still negotiating the place and conditions of the meeting, it was announced here yesterday by George Heller, national executive secretary of the TVA.

SAG, Heller said, wants the meeting held in Hollywood, while TVA is urging the meeting be held in New York, and has offered to pay half the expenses of the Guild's delegation.

SAG wired acceptance of TVA's Dec. 15 invitation to meet but added the condition that live and film television be recognized as "two fields of jurisdiction."

In its reply, TVA described the Jan. 6 meeting as one "to settle the television dispute" and assumed that the meeting "will be held without prejudice to the claims of either side."

'Foolish Heart' Off To a Strong Start

NEW ORLEANS, Dec. 27.—Samuel Goldwyn's "My Foolish Heart" has its world premiere here Saturday at the Joy Theatre, preceded by an extensive exploitation campaign involving radio, store tie-ups, special screenings and newspaper features. Gross for the Saturday-through-Monday holiday was approximately $6,500, almost double that of the theatre's last year's Christmas attraction, "Hills of Home."

LOS ANGELES, Dec. 27.—Twin openings of "My Foolish Heart" at the United Artists and Four Star theatres here on Christmas Day was part of a city-wide toy collection for the city's underprivileged children. The picture grossed an estimated $6,600 for Sunday and Monday at the United Artists, and $4,150 at the Four Star.

'Samson' Bows In Canada Tomorrow

TORONTO, Dec. 27.—Russell M. McKibbin has returned as manager of the Victoria Theatre which will reopen on Thursday with the Canadian premiere of "Samson and Delilah" after being closed six months. Sid Mesibov, Paramount's exploitation manager, arrived here on Monday to assist J. J. Fitzgibbon, president of Famous Players Canadian, in the supervision of the campaign and premiere.

FTC and CRI

(*Continued from page* 1)

is described as the result of an intensive investigation during which the entire operation of the checking organization was examined.

Some of the questions put to the sales executives by Klein were described last April by one as being "rather pointed." The investigator, he said, asked how CRI member companies would undertake to check theatre receipts if CRI operations were discontinued. Klein reportedly was told in reply that the companies' only recourse would be to set up their own independent checking operations, and that such independent checking would make the procedure considerably more expensive for each company.

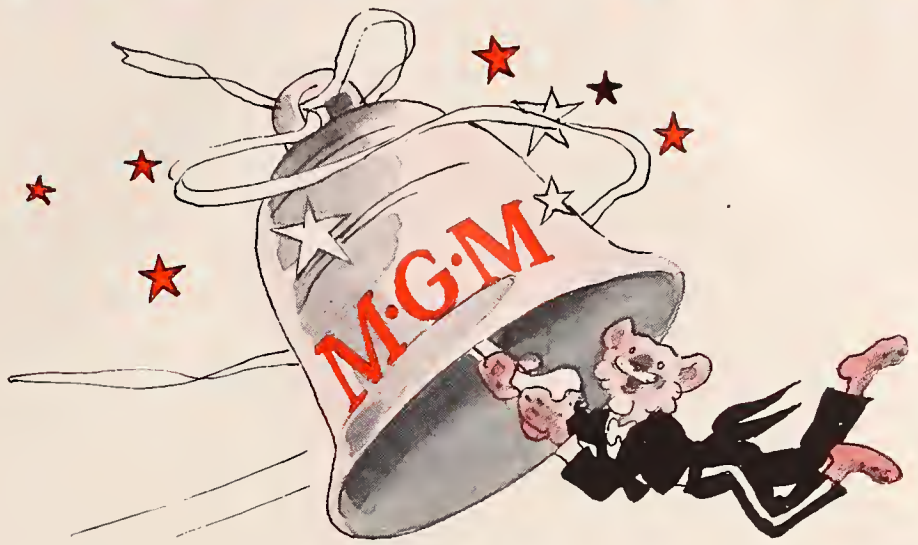
SWING INTO 1950

THIS SYMBOL OF GREAT ENTERTAINMENT APPEARED ON 100% OF THE NATION'S SCREENS IN CELEBRATION OF M-G-M's TWENTY-FIFTH ANNIVERSARY!

The final returns are in. History has been written. *Every* regularly operated motion picture theatre in the nation, of which there was a record, has flashed the M-G-M Lion on its screen during the Friendly Company's Anniversary Year. Never an industry in the world until now in which every outlet has thus honored one product. With humility and gratitude M-G-M thanks this industry of which it is proud to be part.

25 YEARS YOUNG
MGM SILVER ANNIVERSARY
1924-1949

THE NEW YEAR!



LEO'S ROAR IS A WELCOME SOUND STARTING OFF WITH "BATTLEGROUND"

Just a few of the Friendly-to-your-Box-office Attractions!

"BATTLEGROUND"
Starring
VAN JOHNSON, JOHN HODIAK, RICARDO MONTALBAN, GEORGE MURPHY
with Morshall Thompson, Jerome Courtland, Don Taylor, Bruce Cowling, James Whitmore, Douglas Fowley, Leon Ames, Denise Darcel

★ ★ ★

GENE KELLY, FRANK SINATRA, BETTY GARRETT, ANN MILLER in "ON THE TOWN" (*Technicolor*)
JULES MUNSHIN, VERA-ELLEN

★ ★ ★

SPENCER TRACY, JAMES STEWART, VALENTINA CORTESA in "MALAYA"
Co-starring Sydney Greenstreet, John Hodiak, Lionel Barrymore

★ ★ ★

SPENCER TRACY, KATHARINE HEPBURN in "ADAM'S RIB"
Judy Holliday, Tom Ewell, Dovid Wayne, Jean Hagen

★ ★ ★

"NANCY GOES TO RIO" (*Technicolor*)
Starring ANN SOTHERN, JANE POWELL with Barry Sullivan, Carmen Miranda, Louis Calhern, Scotty Beckett

★ ★ ★

"BLACK HAND"
Storring GENE KELLY
with J. Carrol Naish, Teresa Celli

★ ★ ★

ROBERT TAYLOR, ELIZABETH TAYLOR in "CONSPIRATOR"

★ ★ ★

"PLEASE BELIEVE ME" Starring
DEBORAH KERR, ROBERT WALKER, MARK STEVENS, PETER LAWFORD
with James Whitmore, J. Carrol Noish

BARBARA STANWYCK, JAMES MASON, VAN HEFLIN, AVA GARDNER in "EAST SIDE, WEST SIDE"
Cyd Charisse, Nancy Davis, Gole Sondergaard

★ ★ ★

"AMBUSH"
Starring
ROBERT TAYLOR, JOHN HODIAK, ARLENE DAHL with Don Taylor, Jean Hagen, John McIntire

★ ★ ★

"SIDE STREET" Starring
FARLEY GRANGER, CATHY O'DONNELL
with James Craig, Paul Kelly

★ ★ ★

RED SKELTON in "THE YELLOW CAB MAN"
Co-starring GLORIA DEHAVEN
with Walter Slezak, Edward Arnold, James Gleason

★ ★ ★

"SHADOW ON THE WALL"
Starring ANN SOTHERN, ZACHARY SCOTT, GIGI PERREAU
with Nancy Davis, Kristine Miller, John McIntire

★ ★ ★

"YOU'RE ONLY YOUNG TWICE" (*Technicolor*)
Starring Dean Stockwell
with Darryl Hickman, Scotty Beckett, Leon Ames, Margalo Gillmore

★ ★ ★

VAN JOHNSON, ELIZABETH TAYLOR in "DRINK TO ME ONLY"
Leon Ames, Fay Holden, Percy Waram, Seleno Royle, Gene Lockhart, Edgar Buchonon

★ ★ ★

"STARS IN MY CROWN"
Starring JOEL McCREA, ELLEN DREW, DEAN STOCKWELL with Alan Hale, Lewis Stone, James Mitchell, Juono Hernondez, Charles Kemper

CLARK GABLE, LORETTA YOUNG in "KEY TO THE CITY"
Frank Morgan, Marilyn Maxwell, James Gleason, Lewis Stone, Raymond Walburn

★ ★ ★

"THE OUTRIDERS" (*Technicolor*)
Starring JOEL McCREA
with Arlene Dahl, Barry Sullivan, Claude Jarman, Jr., James Whitmore, Ramon Novarro

★ ★ ★

JUNE ALLYSON, DICK POWELL in "THE REFORMER AND THE REDHEAD"
David Wayne, Cecil Kellaway, Ray Collins, Robert Keith

★ ★ ★

"DEVIL'S DOORWAY"
Starring ROBERT TAYLOR
with Louis Calhern, Paula Raymond, Marshall Thompson, James Mitchell, Edgar Buchanan

★ ★ ★

SPENCER TRACY, JOAN BENNETT, ELIZABETH TAYLOR in "FATHER OF THE BRIDE"

★ ★ ★

"DUCHESS OF IDAHO" (*Technicolor*)
Starring ESTHER WILLIAMS, VAN JOHNSON, JOHN LUND, PAULA RAYMOND
and four famous rhythm specialists, Eleanor Powell, Lena Horne, Mel Torme, Connie Haines

★ ★ ★

"ASPHALT JUNGLE"
Storring Sterling Hayden, Jean Hagen, James Whitmore

★ ★ ★

FRED ASTAIRE, RED SKELTON, VERA-ELLEN, ARLENE DAHL In "THREE LITTLE WORDS" (*Technicolor*)

★ ★ ★

"THE SKIPPER SURPRISED HIS WIFE"
Starring ROBERT WALKER, JOAN LESLIE
with Edward Arnold, Spring Byington

"ANNIE GET YOUR GUN" (*Technicolor*)
Starring BETTY HUTTON, HOWARD KEEL
with Louis Calhern, J. Carrol Naish, Edward Arnold, Keenan Wynn, Benay Venuta

★ ★ ★

"KISS OF FIRE" (*Technicolor*)
KATHRYN GRAYSON, MARIO LANZA, DAVID NIVEN

★ ★ ★

GREER GARSON, WALTER PIDGEON in "THE MINIVER STORY"
with Leo Genn, John Hodiak, Cathy O'Donnell, Reginald Owen, Henry Wilcoxon

★ ★ ★

In production in Africa
"KING SOLOMON'S MINES" (*Technicolor*)
Starring
DEBORAH KERR, STEWART GRANGER, RICHARD CARLSON

★ ★ ★

LANA TURNER in "A LIFE OF HER OWN"

★ ★ ★

JUDY GARLAND, GENE KELLY In "SUMMER STOCK" (*Technicolor*)
with Gloria DeHaven, Phil Silvers, Eddie Brocken

★ ★ ★

"MYSTERY STREET"
RICARDO MONTALBAN, SALLY FORREST, Bruce Bennett, Marshall Thompson, Elsa Lanchester, Betsy Blair

★ ★ ★

In production in India
"KIM" (*Technicolor*)
ERROL FLYNN, Paul Lukas, Dean Stockwell

★ ★ ★

IN PRODUCTION
The Greatest Picture Of All Time
"QUO VADIS"

Stage-Film Policy Makes London Bow At M-G-M's Empire

LONDON, Dec. 27.—M-G-M's refurbished Empire Theatre became London's first to inaugurate a stage show policy along with films with yesterday's opening attracting standing-room-only crowds and with lines formed around the block. The opening day's business was said to be the highest in the theatre's history.

Arthur Loew, president of Loew's International, and Loew's Theatres executives Joseph R. Vogel and Mort Spring were here from New York for the premiere of "That Forsyte Woman" and the stage presentation entitled "Yesteryear." The stage show included a ballet corps, male choral ensemble, a troupe of precision dancers, concert orchestra and two vaudeville acts.

Patterned after the Radio City Music Hall in New York, the production was by the Hall's Nat Karson. The theatre will have a permanent stage company of 200 persons.

MGM's M. D. O'Brien Hurt

LONDON, Dec. 27.—Morton D. (Obie) O'Brien, Loew's sound and projection technician, is seriously ill with a punctured lung and is likely to remain here for six more weeks. O'Brien is in London from New York in connection with the change of policy at the Empire Theatre, which opened yesterday at this city's first cinema to include a stage show.

Company Heads to UK

(*Continued from page* 1)

go with him: Barney Balaban, Paramount; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th Century-Fox; Ned E. Depinet, RKO; and Joseph H. Hazen, Wallis-Hazen Productions.

This delegation was unanimously endorsed at a meeting of MPAA company heads at the Waldorf-Astoria in New York on Dec. 14, the MPAA said.

An MPEA board meeting will be called as soon as Johnston returns from the Coast, proably about Jan. 15, MPAA stated.

The MPEA board meeting will also discuss a time for the negotiations in London and undoubtedly will talk over the strategy which the American delegation will follow. Late January or early February has been most commonly mentioned as the likely time for the talks.

While British Board of Trade president Harold Wilson said during his recent visit to the U. S. that Britain can not possibly allow American film companies to remit more dollars than the $17,000,000 a year they are now remitting, the Americans apparently want to get the talks started at an early date in the hope of wringing some concessions, despite Wilson's statement.

MPAA also revealed that Johnston has been in contact with Society of Independent Motion Picture Producers president Ellis Arnall and that Arnall said SIMPP would designate its own representatives to participate in the London negotiations. They are expected to be Arnall himself and James Mulvey, president of Samuel Goldwyn Productions.

Review

"The Outlaw"

(Howard Hughes—RKO Radio)

VERY little new has been added to "The Outlaw" which started its stormy career under the sponsorship of Howard Hughes, its producer-director, with a limited number of exhibition engagements seven years ago.

Not much has been subtracted, either—approximately eight minutes of running time, to be exact—and the character of the picture is not at all changed. It is still a pretty good Western, with a fair share of action, menace, ridin'-'n-shootin'. Unfortunately, neither the additions to nor the deletions from the original were able to improve in the slightest degree some remarkably wooden performanees by the principals, Jack Beutel, as Billy the Kid, and Jane Russell, as the girl he steals from Walter Huston, the elder outlaw.

Nor have time and the changes improved the stilted and hackneyed dialogue of Jules Furthman's sereenplay, the unimaginative direction, nor the moral tone of the story which still finds the picture unsuitable for juveniles, a elass of patronage which the picture otherwise might have best eommended itself to.

As the picture now goes into general release for the first time with a Production Code seal, a new distributor, new prints and advertising, there still adheres to it some of the notoriety and the publicity dregs that attended its earlier exhibition, the first, limited ones by Hughes, then those starting in 1946 with United Artists as distributor, which together racked up about 4,000 playdates, many of them repeats. That earlier notoriety is a box-office faetor to be reckoned with now as it was before, even though the picture's quality remains at sub-par.

For those who may have forgotten, the story relates how Beutel first stole Huston's prize horse, then his girl, Miss Russell, and when forced to choose between them, chose the horse. Subsequently, Huston and Beutel, thrown into an uneasy partnership because of a killing, are pursued and brought to bay by Thomas Mitchell, as a sheriff and long-time friend of Huston's, who is killed by Mitchell in an attempted escape.

The amorous encounters between Beutel and Miss Russell have been abbreviated but their meaning has not been obliterated. The sound track goes silent on an exchange of dialogue concerning Miss Russell, spoken by Beutel and Huston and a postscript has been added dealing ineonclusively with the guilt or innocence of Billy the Kid. Little else has been changed; least of all the quality of the picture.

Running time, 103 minutes. Adult classification. Release date, Jan. 7.

SHERWIN KANE

Wilson Expects U.S. Delegation In Early Feb., London Reports

LONDON, Dec. 27.—Informed opinion here believes that British Board of Trade president Harold Wilson expects the American delegation to the Anglo-American film agreement renegotiation talks in early February, and that the British government representatives will press for a devaluation, so to speak, of the $17,000,000 permitted remittances in accordance with the present sterling exchange value.

Integrated with that suggestion, it was said, will be the offer of a reduced quota and a widening of the "permitted uses" of unremittable sterling.

'Boundaries' Hearing Set

ATLANTA, Dec. 27.—Final hearing has been set for Jan. 22 in the Atlanta Federal Court in the suit brought by RD-DR Corp., producers of "Lost Boundaries," in the censoring of the film. Judge Andrews will preside.

Questions 'Outlaw' Ads in St. Paul

St. Paul, Dec. 27. — Mayor Edward Delaney objects to advertising being used for "The Outlaw" and the Orpheum Theatre is cited to appear before the City Council tomorrow to explain whether any changes have been made in the film since it was banned three years ago. *Note:* About eight minutes of running time have been deleted from the latest version of the "The Outlaw"; see review on page 6 of this issue of *Motion Picture Daily.*)

Seidelman Realigns

(*Continued from page* 1)

signed as U-I administrator of operations in Germany and will return to New York; his successor will be announced in January. Max Mendel, formerly U-I manager in Holland, has been appointed sales manager for Germany. U-I's new German organization will start operations on Jan. 1, with offices in Dusseldorf, Frankfurt, Munich, Hamburg and Berlin. Holland: B. G. Schimmel has been appointed manager in Holland; he was formerly U-I's publicity director for that territory. T. M. Noble has been appointed secretary of Universal's British company, to replace J. R. Ranee, who died recently after being with the company for 36 years.

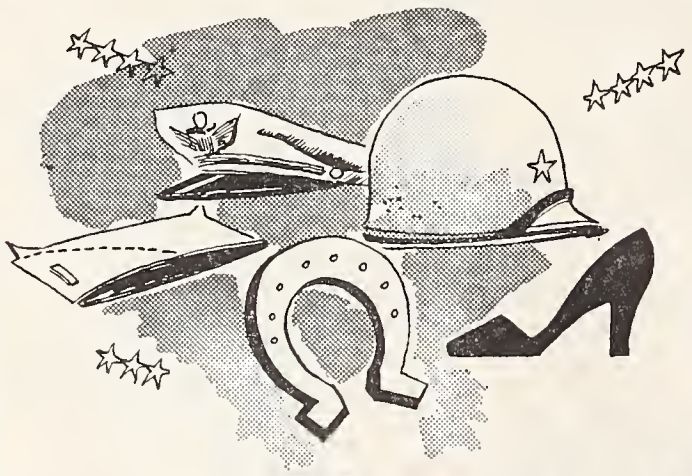
Blumberg Sales Drive Set for 32 Countries

Thirty-two foreign countries will participate in a worldwide "Blumberg 1950 Sales Drive," announces Joseph H. Seidelman, head of foreign operations for Universal-International. The drive, which will honor U-I president Nate J. Blumberg, will begin on Monday and will run for 17 weeks. Ben Cohn will be the drive captain. Al Daff, U-I's foreign sales manager, will leave early in January to tee-off the drive in England and the Continent.

Among films to be released by U-I during the drive, will be "Bagdad," "Borderline," "Buccaneer's Girl," "South Sea Sinner," "Francis," "Woman in Hiding," "Deported," "Confidential Squad," "Kid from Texas" and "Death on a Side Street."

In 'Brotherhood' Post

ALBANY, N. Y., Dec. 27.—Saul J. Ullman, upstate general manager for Fabian Theatres, has been named exhibitor co-chairman in the Albany exchange district for "National Brotherhood Week."



who is "Francis"?

ASK YOUR U-I BRANCH MANAGER

GLOBE TICKET CO.

Season's Greetings

154 W. 14TH ST., N.Y.C.
WATKINS 9-1486

HOLLYWOOD, DEC. 27, 1949

EDWARD A. GOLDEN

1270 SIXTH AVENUE

ROOM 1912

NEW YORK CITY

PLEASE CONVEY TO OVERSEAS PRESS CLUB AND TO ITS DISTINGUISHED GUESTS OF HONOR MY HEARTFELT GREETINGS ON THIS OCCASION. ALL OF US WHO WORKED ON THE FILM "GUILTY OF TREASON" HAD THE FEELING AND THE HOPE THAT THIS WAS NOT JUST ANOTHER FILM. FOR US IT WAS HISTORY IN THE MAKING. THE KIND OF HISTORY THAT MUST NOT BE FORGOTTEN. TO THIS GENERATION THE TRIAL OF CARDINAL MINDSZENTY IS WHAT THE TRIAL OF CAPTAIN DREYFUSS WAS TO ANOTHER GENERATION. IF ANATOLE FRANCE COULD SAY OF ZOLA THAT HE WAS A MOMENT IN THE CONSCIENCE OF MAN HOW TRULY WE MAY SAY THE SAME OF CARDINAL MINDSZENTY. MEN OF ALL FAITHS AND ALL CREEDS SEE IN HIM THE INEVITABLE SYMBOL OF OUR TIME. HE REMINDS US THAT THERE IS ALWAYS A CHOICE BETWEEN GOOD AND EVIL FOR MEN WITH THE COURAGE TO MAKE THE RIGHT CHOICE. FOR ALL OF US WHO WORKED ON THE FILM LET ME THANK ONCE MORE THE OVERSEAS PRESS CLUB FOR FIRST ALERTING US TO THE TRUE SCOPE OF SOVIET EXPANSION IN EUROPE WITH THE BOOK "AS WE SEE RUSSIA." IT WAS OBJECTIVE REPORTING IN THE BEST AMERICAN TRADITION AND IT IS IN THE LIGHT OF THAT TRADITION THAT WE HAVE MADE THIS FILM. IF I COULD OFFER YOU A TOAST I WOULD JOIN WITH STEPHANIE IN OUR STORY IN SAYING: "TO LIBERTY - TO THOSE WHO LIVE FOR IT - TO THOSE WHO DIE FOR IT."

EMMET LAVERY

EAGLE LION RELEASE

Never Before
Never Again—

AT ONE MINUTE TO MIDNIGHT NEW YEAR'S EVE

AT THE TURN OF THE CENTURY

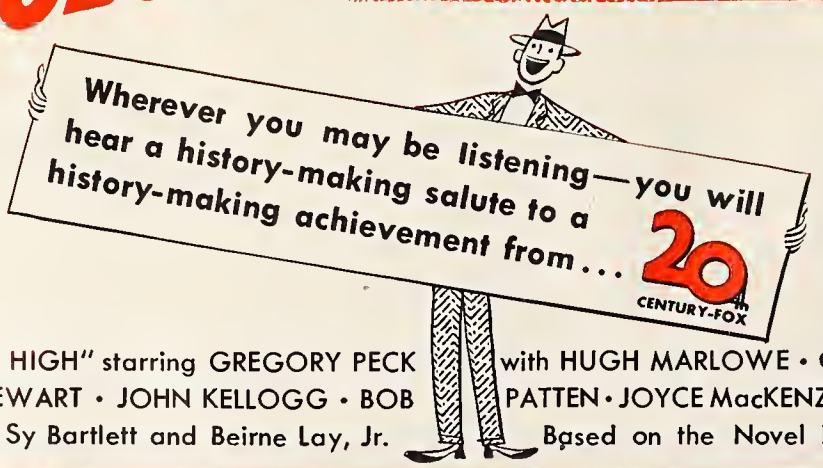
OVER 1216 RADIO STATIONS

COAST-TO-COAST

THE WHOLE WORLD

WILL STAND STILL FOR

12 o'CLOCK HIGH



Darryl F. Zanuck presents "TWELVE O'CLOCK HIGH" starring GREGORY PECK with HUGH MARLOWE • GARY MERRILL • MILLARD MITCHELL
DEAN JAGGER • ROBERT ARTHUR • PAUL STEWART • JOHN KELLOGG • BOB PATTEN • JOYCE MacKENZIE • Produced by DARRYL F. ZANUCK
Directed by HENRY KING • Screen Play by Sy Bartlett and Beirne Lay, Jr. Based on the Novel by Beirne Lay, Jr. and Sy Bartlett

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 124 NEW YORK, U. S. A., THURSDAY, DECEMBER 29, 1949 TEN CENTS

Myers Warns of Complacence In Tax Battle

Progress Good, But He Fears Some Will Relax

WASHINGTON, Dec. 28.—The motion picture industry must not become a victim of over-confidence in its fight to reduce the 20 per cent Federal admission tax, Abram F. Myers, Allied States counsel and chairman of the Taxation and Legislative Committee of the Council of Motion Picture Organizations warned today.

Myers said that the industry's anti-tax campaign was going so well that he was afraid exhibitors and other industry members would let up on their efforts. "If we relax

(*Continued on page 6*)

W. B. Sets 8 For 5 Weeks

HOLLYWOOD, Dec. 28.—Production will get off to a flying 1950 start at Warner Brothers' studios with eight new films scheduled to roll in the first five weeks, Jack L. Warner, executive producer, disclosed here today.

With three current films continuing on the sound stages, Warner will have a total of 11 films in production early in 1950. The eight new films are:

"Captain Horatio Hornblower," C.

(*Continued on page 6*)

Justice Scans Sale Of Griffith Houses

Washington, Dec. 28.—Justice Department officials lean toward the idea of trying to make the new owners of various Griffith Theatres defendants in the pending anti-trust suit.

The Griffith circuits recently sold nearly all their theatres to a group of former employes. While Justice officials claim they still need to study the situation thoroughly at first hand, their inclination is to view the sale with suspicion as an attempt to evade the suit.

Mayors Conference Out to Kill Federal Ticket Tax—So Cities Can Impose It

Washington, Dec. 28.—The U. S. Conference of Mayors is advising its members to start pressure at once on Congress to get the Federal wartime admisison tax repealed "in order that this tax might be made available as a source of municipal revenue."

The Conference says it will urge the House Ways and Means Committee to start hearings promptly, and that the Conference will testify on this point. It also reminds members that if the Federal tax is repealed, in many states a companion campaign must be waged to get state laws authorizing the cities to impose an admission tax.

May Let WB Stockholders Hold Shares Under Decree

WASHINGTON, Dec. 28.—Stockholders of Warner Brothers, other than the three brothers themselves, will probably be able to keep the stock in both the production-distribution and exhibition companies that will result from any divorcement provision in a consent decree with the government, it was reported today.

This is because of the unquestioned control in the holdings of the three brothers. In the Paramount decree, where holdings were more diversified, a provision was included that all stockholders must give up stock in one or the other companies. But the Warner decree, it was learned, will be more like the RKO decree, where only chief stockholder Howard Hughes had to make the choice of which company he would stay with.

Justice officials and company lawyers had another session here today on details of the proposed decree. Hopes have been abandoned for getting the decree all tied up by the end of the year, but both sides still expect work to be completed before Jan. 17, the date for final argument in the New York District Court.

Video Film Step-up Planned for 20th; St. Leger in Charge

Increased production of films for television by 20th Century-Fox was indicated here yesterday with the announcement by company president Spyros P. Skouras that Frank St. Leger, assistant to the general manager of the Metropolitan Opera Association here, has joined 20th-Fox as a producer of television shows and motion pictures to be made expressly for video.

Frank St. Leger

St. Leger, who has signed a five-year contract with 20th-Fox, will act in an ad-

(*Continued on page 6*)

'Samson' Premiere Dazzles Toronto

Climax of the largest newspaper, billboard and radio campaign in Paramount's Canadian film history was reached last night at the Victoria Theatre in Toronto when Cecil B. DeMille's "Samson and Delilah" made its "north of the border" bow, it was announced here by the company.

Thousands gathered in front of the theatre to glimpse Canadian dignitaries. The premiere was broadcast to all of Canada. Newsreel cameras recorded the event for theatre screens

(*Continued on page 6*)

Balaban Stock Suit Settlement Okayed

Federal Judge Sylvestor J. Ryan yesterday approved the proposed settlement of two minority stockholders' suits against Barney Balaban, thus committing Balaban to serve as president of Paramount Pictures Corp. for the next three years at a salary of $2,000 per week.

Judge Ryan said he considered the proposed settlement "a fair one in the light of the nature and history of the litigation" of the complaints which stemmed from Balaban's purchase of $2,000,000 in convertible notes of common shares of Paramount Pictures, Inc. The obligations are being shared equally by the two new companies.

New Offices of AAA Open to Film Disputes

Use Is Offered Pending Survey of Film Industry

The 10-to-12 offices which the American Arbitration Association will maintain around the country will be open to a wide assortment of exhibition and film disputes pending efforts by the AAA to establish a system designed specifically to meet the requirements of the film industry.

Exhibitors will be advised of the availability of the interim AAA service when the organization undertakes to ascertain by way of inquiries in the field just what sort of system most likely would be acceptable. AAA officials from New York

(*Continued on page 6*)

18 Named for 'Brotherhood'

Gael Sullivan, national exhibitor co-chairman for "Brotherhood Week," yesterday reported to Ted R. Gamble, national chairman of the motion picture division, that 18 members of Theatre Owners of America had accepted appointment as exchange area co-chairmen for the compaign which is to be held from Feb. 17 to 25. Sullivan is executive director of the TOA.

TOA exhibitor co-chairmen, who

(*Continued on page 2*)

'Money-Making' Poll Results Tomorrow

***Motion Picture Daily,* tomorrow, will publish the results of *Motion Picture Herald's* annual poll of the nation's exhibitors to determine the Money-Making Stars of the year. Once again, as always in the 18 years of this polling, the *Herald's* results are awaited, and accepted, as the definitive industry selections, based on the only commercially justified premise in the art-industry, the dollars brought to the box-office by these players. It is the language of value received. It's final.**

Personal Mention

C. J. LATTA, managing director of the British ABPC, Ltd., is en route to the Coast from New York and London.

•

SAM DEMBOW, JR., head of Producers Service Corp., and MRS. DEMBOW, have announced the engagement of their daughter, JOANNE ELEANORE to FRED MOHRHARDT, JR., son of the treasurer of the New Paramount Pictures Corp., and MRS. MOHRHARDT. Both families are residents of Larchmont, N. Y.

•

C. ROY KONKRIGHT, Monogram chief accountant, is due back at his desk at the Hollywood office on Jan. 3, following an illness that has kept him at home for the past three months.

•

HAROLD WENDT of the Wendt Agency, Toledo, is in New York to consult with his theatre equipment accounts for 1950 theatre promotions.

•

WILLIAM MORRIS, JR., president of the William Morris Agency, was married on Tuesday at Saranac Lake, N. Y., to RUTH REDDING, sculptress.

H. W. Knutson Dies, Montana Exhibitor

SALT LAKE CITY, Dec. 28.—H. W. Knutson, veteran theatre owner, died this morning at his ranch at Livingston, Mont., after a heart attack. He had been in show business since 1922, and operated 10 theatres, hotels and other business establishments in Montana and Idaho.

His death is the third among theatremen in the Inter-mountain area in the past week. Others were Dave McEllhinney, Film Classics' branch manager, who died in Butte, and Tracy Barham of Inter-mountain Theatres, who died yesterday and for whom funeral services will be held tomorrow in Salt Lake.

Lippert Sets 'Baron' Budget for $100,000

HOLLYWOOD, Dec. 28.—Robert L. Lippert has allocated $100,000 for advance national advertising on "The Baron of Arizona," first big budget film to be made by Lippert Productions. The ad campaign will spot full pages in many of the biggest circulation magazines in the nation, and is exclusive of trade advertising, which will also be boosted. "The Baron" is set for national release sometime in March.

Frank McElwaine, 70

HOLLYWOOD, Dec. 28.—Funeral services will be held on Friday at the Little Church of Flowers, in Forest Lawn, for Frank McElwaine, 70, brother of M-G-M publicist Don, who died on Christmas Day following a heart attack. He is also survived by another brother, Floyd, and two sisters.

Everything's Wonderful on Bway, Thanks to the Crowds

With the pedestrian traffic in the New York showcase area throughout yesterday rivalling in density the crowds usually brought out on the evening of an election, and approaching New Year's Eve, the huge income anticipated earlier for the full current week at first runs is now expected to be actually surpassed. Late house-checks disclosed that the revenue for all of yesterday promised to be substantially above Tuesday's income at many situations, including both the Paramount and Rivoli, where "Samson and Delilah" is being offered at advance admissions, with no "half-tickets" for children.

A traditional must for New Yorkers and visitors at this time of the year, Radio City Music Hall with its annual Christmas stage show and "On the Town" on the screen is the center of a full block-encircling horde of customers apparently undeterred by a three-hour wait for seats.

"Prince of Foxes" at the Roxy played to capacity throughout the day, with the SRO shingle on view constantly. Ditto for the Capitol with "Adam's Rib." Other shows in town, while not doing so spectacularly, nonetheless are drawing very substantial business on their own merit, with many enjoying the overflow.

Legion Reviews 14; Rates One as 'B'

Fourteen additional pictures have been reviewed by the National Legion of Decency with one, RKO Radio's "My Foolish Heart," receiving a 'B' rating.

Classified A-I were M-G-M's "Ambush," Columbia's "Cowtown," Eagle-Lion's "Guilty of Treason," Republic's "Powder River Rustlers," Astor Pictures' "Stallion Canyon." In A-II were Central Cinema's "The Affair Blum," Warner Brothers' "Backfire," Eagle-Lion's "Give Us This Day," RKO Radio's "The Man on the Eiffel Tower," Republic's "Sands of Iwo Jima," Columbia's "The Traveling Saleswoman," 20th Century-Fox's "When Willie Comes Marching Home," United Artists' "D.O.A."

'Lab' Workers Win Vacation Pay Dispute

Fifteen former employes of Color Film Laboratories, Astoria, L. I., laid off last March 25, have been awarded a total of $1,800 vacation pay by arbitrator Robert Feinberg in a case presented by IATSE Local No. 702, New York City Laboratory Technicians, it is reported by local president John Francavilla.

Shane Has New Deal

HOLLYWOOD, Dec. 28.—Maxwell Shane will direct "Sense of Guilt" as his first under a long-term 20th Century-Fox contract. He also is writing the screenplay. Susan Hayward will play the lead in a cast which probably will include Hugh Marlowe. Shane and Jules Buck, who will produce as his first for the company, leave for Quebec next week to scout locations.

Sidney Considers 'Leahy'

HOLLYWOOD, Dec. 28.—Director George Sidney has wound up shooting on "Annie Get Your Gun," which Arthur Freed produced for M-G-M. Previous to this Sidney made "There's No Business Like Show Business." Meanwhile, Notre Dame coach Frank Leahy has conferred with Sidney regarding the latter's doing the projected "Leahy of Notre Dame."

$100,000 Gross for 'Twelve O'Clock High'

LOS ANGELES, Dec. 28.—Darryl F. Zanuck's "Twelve O'Clock High," playing five theatres day-and-date in this city, has exceeded in total gross for the first three days, any of the company's pictures playing here in recent years, with an aggregate first week's gross indicated as $100,000.

The theatres are the Uptown, Los Angeles, Loyola, Chinese and Wilshire, all of which opened the picture on Christmas Day. The local engagement was preceded by a huge pre-premiere staged at the Chinese Theatre on Dec. 21.

Canada Would Buy U.K. TV Equipment

OTTAWA, Dec. 28.—Canadian interests are looking into the possibility of purchasing British-made television equipment as a result of the British television industry's breaking into the North American market with the sale of a complete television station in the U. S., this being the first U. S. order recorded by the British industry.

The U. S. deal resulted from an enterprising trip to the States made recently by a team of United Kingdom technicians with five tons of television equipment, including a complete station designed to operate on the 525-line U. S. standard.

Sound Test Reel Ready

HOLLYWOOD, Dec. 28.—Motion Picture Research Council today announced the completion of its new theatre sound test reel for use by exhibitors in testing sound reproduction equipment to determine whether adjustments are necessary. The reel; prepared in both 35mm. and 16mm., can be obtained from MPRC, Hollywood, or SMPE, New York.

Empire Sets New Record

LONDON, Dec. 28.—With a top price of 11 shillings, sixpence, attendance at M-G-M's Empire, which inaugurated a stage show-film policy yesterday, hit 10,500 on the first day and 12,500 today, an all-time record. Joseph R. Vogel, Loew's Theatres executive here for the opening, left by plane tonight for New York.

NEWS in Brief . . .

TELEVISION stations need better film productions in large series, Russ Johnson, vice-president of Jerry Fairbanks, Inc., declared here yesterday at the quarterly forum of National Television Film Council at the Hotel Astor. He said costs of the average live show would be too expensive for the advertiser and as a result saw films enjoying greater popularity among them.

•

Universal-International is developing a special 20-minute act, featuring Shelley Winters and others headlined in "South Sea Sinner" for a key-city theatre, personal appearance tour in connection with area premieres of the film.

•

BOSTON, Dec. 28.—Leonard A. Dunn, formerly associated with Standard Candies, Inc., has been named vice-president of New England Theatres Service Corp. by Martin J. Mullin, president of New England Theatres, Inc., parent company.

•

ROCHESTER, *N. Y., Dec. 28.—Gordon Thompson, member of Eastman Kodak's copy staff for the past six years, has been appointed media buyer, effective Jan. 1, by W. B. Potter, Kodak director of advertising operations.*

•

HOLLYWOOD, Dec. 28.—Claudette Colbert has been signed to a director's contract by producers Jack H. Skirball and Bruce Manning, to guide three films. Her first will be "All Women Are Human" an original by Manning scheduled for production next Spring.

•

Chicago, Dec. 28.—RKO Radio will re-launch "The Outlaw" with a $12,000 advertising campaign when it returns for a third Loop run at the RKO Grand Friday for an indefinite run. The film has had approval from the Chicago Censor board.

•

WASHINGTON, Dec. 28.—Gross income of standard and FM broadcasting stations was up 4.5 per cent in 1949 over 1948, but operating costs rose 4 per cent, the National Association of Broadcasters reports.

'Brotherhood'

(*Continued from page* 1)

have agreed to serve in each exchange area with an Allied States Association and a distributor co-chairman, include: Saul J. Ullman, Albany; Louis M. Gordon, Boston; James Eshelman, Buffalo; John Balaban, Chicago; Jack R. Keegan, Cincinnati; Julius Gordon, Dallas; Earl Hudson, Detroit; Ken Collins, Indianapolis.

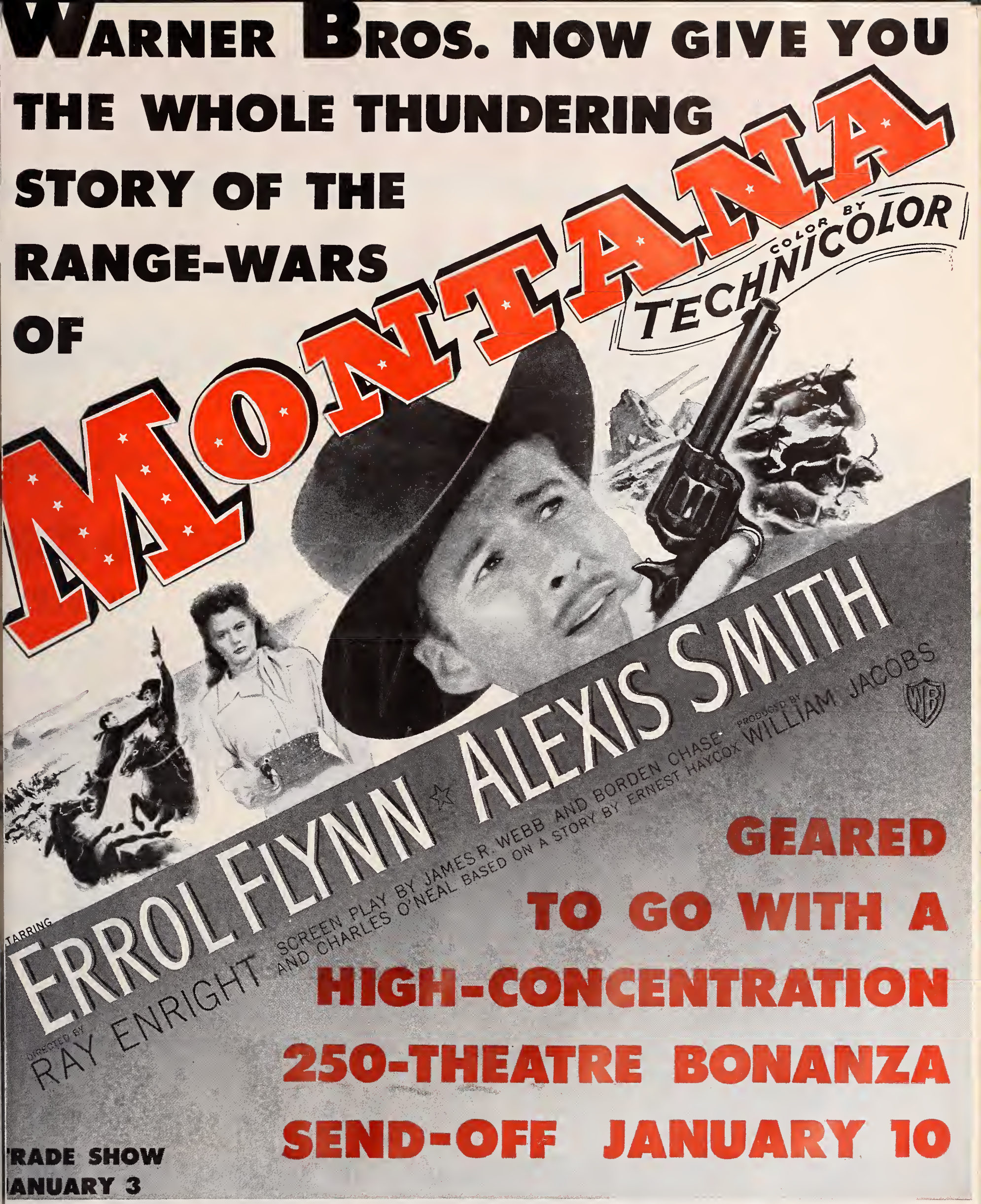
Also, Dale Danielson, Kansas City; Harry Vinnicof, Los Angeles; M. A. Lightman, Jr., Memphis; Harry French, Minneapolis; N. L. Carter, New Orleans; Morris Loewenstein, Oklahoma City; Robert R. Livingston, Omaha; Roy Cooper, San Francisco; Frank L. Newman, Seattle; and Frank Boucher, Washington.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Red Kann, Vice-President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 225 North Michigan Avenue, Editorial and Advertising; Harry Toler, Advertising Representative; Jimmy Ascher, Editorial Representative. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W1: Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second class matter, Sept. 23, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

WARNER BROS. NOW GIVE YOU THE WHOLE THUNDERING STORY OF THE RANGE-WARS OF

MONTANA

COLOR BY TECHNICOLOR



GEARED TO GO WITH A HIGH-CONCENTRATION 250-THEATRE BONANZA SEND-OFF JANUARY 10

TRADE SHOW JANUARY 3

LBANY
mer Screening Room
N. Pearl St. • 12:30 P.M.

TLANTA
th Century-Fox Screening Room
7 Walton St. N.W. • 2:30 P.M.

OSTON
0 Screening Room
2 Arlington St. • 2:30 P.M.

UFFALO
ramount Screening Room

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 10:00 A.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
Warner Screening Room

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
Paramount Screening Room
1225 High St. • 12:45 P.M.

DETROIT
Film Exchange Building

INDIANAPOLIS
Universal Screening Room
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:30 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Warner Screening Room

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 2:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room

NEW ORLEANS
20th Century-Fox Screening Room
200 S. Liberty St. • 8:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:30 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:30 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Jewel Box Screening Room
1947 N.W. Kearney St. • 2:00 P.M.

SALT LAKE
20th Century-Fox Screening Room

SAN FRANCISCO
Paramount Pict. Screening Room
205 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Screening Room
2318 Second Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building

NEVER BEFORE SUCH

SAN FRANCISCO

year

SAN DIEGO

date to

HERBERT .

SANDS o

starring

JOHN WAYNE

FORREST TUCKER with WALLY CASSELL • JAME

JAMES HOLDEN • PETER COE • RICHARD JAECKE

Directed by ALLAN DWAN • Associat

A REPUBLIC

HEADING FOR NEW

PRE-XMAS BUSINESS!

Biggest business of the at the Fox!

Four theatres day-and-accommodate crowds!

YATES presents

F IWO JIMA

co-starring

JOHN AGAR · ADELE MARA

ROWN · RICHARD WEBB · ARTHUR FRANZ · JULIE BISHOP

Screen Play by HARRY BROWN — JAMES EDWARD GRANT • Story by HARRY BROWN

Producer EDMUND GRAINGER

PICTURE

RECORDS EVERYWHERE!

Myers Warns

(*Continued from page* 1)

our efforts even a little bit," he added, "we may be left out in the cold."

Organizational work for the campaign against the tax is proceeding rapidly, Myers said, and voluntary pledges of cooperation show that the industry has joined in the effort *en masse* and will be "fully mobilized" early in January.

"Much as I relish the enthusiasm of individual members," he declared, "I feel I should warn that all is not over but the shouting. The legislative mills grind slowly and anything can happen," he added.

Myers cited recent excise tax bills introduced by Democratic Representatives Forand of Rhode Island and Dingell of Michigan. Both these measures would reduce some excises, but significantly would leave the admission levy unchanged.

"There is a natural inclination to let down a bit when things are going well and let the other fellow do it," the Allied official said. "There must be no abatement of the fine teamwork thus far displayed. Anything short of our best effort will not serve.

"The committee will do its part, but every person in the industry will also have to keep punching until the final bell—and every punch must be a Sunday punch."

'Samson' Premiere

(*Continued from page* 1)

throughout Canada, and TWA hostesses pinned specially-flown orchids on the ladies who attended.

The premiere was attended by Premier Frost, Gov. Lawson, Mayor McCallum, Dr. Sidney Smith, president of Toronto University, and other civic dignitaries. Among Canadian film people who attended were: J. J. Fitzgibbon, Earl Lawson, Nat Taylor, Herb Allen, Sam Bloom, Sam Fine, Hy Bossin, and Ray Lewis. Canadian general managers of many film companies also attended, among them: Gordon Lightstone, Haskell Masters, Charles Chaplin and Arthur Silverstone.

Review

"Guilty of Treason"

(*Wrather-Golden—Eagle Lion*)

A DRAMATIC and effective indictment of Communism and all its ways emerges from this Jack Wrather-Robert Golden production of the story of Cardinal Mindszenty of Hungary who, one year ago, was sentenced to life imprisonment for resisting the subjugation of churches and schools by the Communist-dominated government.

Charles Bickford's characterization of the Cardinal establishes an inspiring and courageous screen figure, tragic in its demonstration that not even goodness and courage prevail for long against those who stand in the way of Communist aggression. That is pointed up further by the fate which befalls Bonita Granville, as a freedom-loving Hungarian girl, and by the experiences with Communist officialdom of Paul Kelly, as an American newspaper correspondent behind the Iron Curtain.

Emmet Lavery's screenplay, based on the book, "As We See Russia," by members of the Overseas Press Club of America, gives the story of Cardinal Mindszenty a significance beyond its own by revealing it as but a part of the Communist pattern of tyranny and persecution wherever the Party is dominant. Again and again it makes its point that Communism is the enemy of liberty.

With considerable Soviet experience behind him, Kelly leaves Moscow for Budapest on the trail of the Mindszenty story. There, he meets Miss Granville, whose suitor is Richard Derr, as a Russian colonel on duty in Hungary. With her help, Kelly obtains an interview with the Cardinal at the latter's family farm where he is living with his mother in voluntary exile. He learns that the Cardinal expects arrest at any time but does not fear it and will not yield to Communist oppression.

Inspired by the Cardinal's stand, Miss Granville resists Communist dictates directed at the schools in which she teaches and is arrested and tortured. She endeavors to persuade Derr to renounce the Party and make a stand for freedom but fails.

Meanwhile, the Cardinal is arrested and subjected to prolonged inquisition and persecution, ending with the implied application of hypnotic drugs under the influence of which a "confession" of treason is obtained. He is brought to trial, a broken and presumably drugged man, and sentenced.

The picture draws parallels between Communist and Nazi methods in achieving results, the discrediting of the Cardinal's reputation, the exaction of "confessions" and other techniques of persecution and tyranny. The existence of former Hitlerian groups in Hungary, now serving Communism, is depicted. While "Guilty of Treason" is a tribute to the courage and decency of individuals behind the Iron Curtain, it offers little hope of effective resistance to police state regimes under Communism. It reports the absence of real "undergrounds" and ventures only the hope that an end to Communist tyranny may come "in our time."

Complemented by the sincere, skilled direction of Felix Feist, major roles are expertly accounted for, particularly by Bickford, Kelly and Derr. Miss Granville's role is not overly demanding but she gives it verve and credibility. Elizabeth Risdon makes a fine, minor heroine as the Cardinal's aged mother. Roland Winters is properly sleek and menacing as a Soviet commissar and Barry Kroeger, John Banner and Alfred Linder are good in lesser roles.

Running time, 86 minutes. General classification. Release date, Feb. 8.

SHERWIN KANE

New AAA Offices

(*Continued from page* 1)

and representatives in various key cities are expected to get underway with the industry survey next month. The new system which could evolve would entirely supplant the one in existence since 1940 under the original consent decree in the industry anti-trust suit.

The original 30 offices of AAA set up for processing industry complaints will be closed at the weekend with the exception of the 10 to 12 in key cities which will be kept open for all types of commercial and labor disputes placed before arbitration.

It is in these that theatremen will be invited to submit complaints provided, of course, all interested parties also file statements of submission. Thus, grievances about clearance and run could be arbitrated if the exhibitor complaintant, the distributor and other theatres affected agree to go along.

The cities in which the AAA will operate have yet be decided but are expected to include, in addition to the New York headquarters, Boston, Philadelphia, Detroit, Chicago and Los Angeles.

Warner Sets Eight

(*Continued from page* 1)

S. Forrester novel with Gregory Peck starring and Raoul Walsh directing; "Stop You're Killing Me," new Danny Kaye Technicolor vehicle with Harry Kurnitz producing and Phil Rapp directing; "Lightning Strikes Twice," from the novel by Margaret Echard, which will star Richard Todd, with Henry Blanke producing and King Vidor directing.

Also, "Sugarfoot," Clarence Budington Kelland *Saturday Evening Post* story, starring Randolph Scott, Ed Marin directing and Saul Elkins producing; "Road Block," which Bryan Foy will produce with Andrew Stone directing, introducing the new French star, Gaby Andre; "Elmer the Great," starring Jack Carson, to be produced by Saul Elkins and directed by Dick Bare; "Murder, Inc.," to be produced by Milton Sperling and directed by Felix Feist; "The Breaking Point," to be produced by Jerry Wald.

Still before Warner cameras are "Pretty Baby," starring Dennis Morgan, Betsy Drake, Zachary Scott and Edmund Gwenn, with Bretaigne Windust directing and Harry Kurnitz producing; "Bright Leaf," with Gary Cooper, Lauren Bacall and Patricia Neal as stars, Michael Curtiz directing and Henry Blanke producing, and "Storm Center," starring Ginger Rogers, Doris Day and Steve Cochran, under the direction of Stuart Heisler with Jerry Wald as producer.

$25,000 Theatre Fire

NEW LEXINGTON, O., Dec. 28.—Fire caused damage estimated at $25,000 to the Perry here.

Video Film Step-up

(*Continued from page* 1)

visory capacity to the company until he resigns his operatic post at the end of the current season on June 1.

Twentieth-Fox has been making its Fox Movietone Studios here available for production of television films for more than a year. The company has made here commercial video films for Camel Cigarettes as well as the "Crusade in Europe" video series, the latter produced in conjunction with March of Time.

Originally an organist at the St. George Cathedral in Madras, India, where he was born in 1890, St. Leger has been in operatic circles since 1918 when he began a 14-year stint with the Chicago Opera Association.

During this period he served from 1919 to 1930 with the Royal Opera at Covent Gardens, in London, and also represented opera star Nellie Melba with whom he traveled on tour in Australia in 1927 to 1930. On the staff of the Metropolitan Opera Association since 1939, originally as a conductor, St. Leger also served as a conductor from 1932 to 1935 with the Houston Symphony, at which time he was musical director of the American Opera Company.

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FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 66. NO. 125 NEW YORK, U. S. A., FRIDAY, DECEMBER 30, 1949 TEN CENTS

Bob Hope Is No. 1 'Money Making' Star

Crosby, Abbott - Costello And Wayne Are Also Top

By WILLIAM R. WEAVER

HOLLYWOOD, Dec. 29.—Exhibitors of America have crowned Bob Hope the No. 1 Money-Making Star of this country for 1949 in the annual *Motion Picture Herald - Fame* poll, the 18th year of the original exhibitor poll and the ninth time the comedian's name has appeared on the Top Ten list.

Bob Hope

The nation's theatre owners vote by confidential ballot based directly on box-office proceeds. With Hope's "Paleface" and

(*Continued on page 3*)

Warner Gets Extension

U. S. District Court here has signed a stipulation for Warner Brothers granting an extension to March 21, 1950, for dissolving theatre partnership operations. Under an earlier stipulation the film company was to split up its partnerships by Dec. 21.

An affidavit was submitted by How-

(*Continued on page 2*)

N. E. Exhibitors See 'Guilty of Treason'

BOSTON, Dec. 29.—Leading New England circuit and independent exhibitors attended a special screening today of the Jack Wrather-Robert Golden production of "Guilty of Treason," the story of Cardinal Mindszenty, and concluded with a luncheon at the Hotel Touraine. At the head

(*Continued on page 4*)

Exhibitor Money-Maker Selections

COMBINED VOTE	*CIRCUIT VOTE*	*INDEPENDENT VOTE*
BOB HOPE	BOB HOPE	BOB HOPE
BING CROSBY	BING CROSBY	ABBOTT & COSTELLO
ABBOTT & COSTELLO	CARY GRANT	BING CROSBY
JOHN WAYNE	JOHN WAYNE	JOHN WAYNE
GARY COOPER	GARY COOPER	GARY COOPER
CARY GRANT	BETTY GRABLE	BETTY GRABLE
BETTY GRABLE	ABBOTT & COSTELLO	RANDOLPH SCOTT
ESTHER WILLIAMS	ESTHER WILLIAMS	CLARK GABLE
HUMPHREY BOGART	HUMPHREY BOGART	ESTHER WILLIAMS
CLARK GABLE	CLARK GABLE	JAMES STEWART

B'way Theatres Not Big Enough for Week's Crowds

Statisticians asking "What's become of motion picture audiences?" could find a ready answer this week in New York's Times Square area:

The show-hungry audiences are fighting their way into the theatres in record numbers.

New dollar and attendance records are being claimed daily by exuberant theatre operators. No one disputes the claims. Business is booming all along the Main Stem.

The leaders are Radio City Music Hall; the Paramount and Rivoli with "Samson and Delilah"; the Roxy with "Prince of Foxes," and the Capitol with "Adam's Rib."

One of the most spectacular evidences of the boom is in the lines of record length which have formed daily since last Sunday awaiting admittance to Radio City Music Hall. Yesterday the line of patrons entwined through the heart of Rockefeller Center, two,

(*Continued on page 4*)

Theatre Business in '49 Off Slightly: US

WASHINGTON, Dec. 29.—Based on Federal admission tax collection figures released so far, 1949 box-office business will be only slightly below 1948 and 1947—if at all.

This became apparent today when the Bureau of Internal Revenue made public its figures on November tax collections. General admission tax collections in November, reflecting box-office business in October, amounted to $34,306,573, compared to $36,280,867 in Nov., 1948.

General admission tax collections for January-through-November, reflecting business from the previous December-through-October, amounted to $342,254,549 in 1949, compared with $347,198,322 in 1948 and $352,081,841 in 1947.

Kintner Is Elected President of ABC

Robert E. Kintner has been elevated from executive vice-president of American Broadcasting to president, succeeding Mark Woods, who has been named vice-chairman of the company, it was announced here yesterday by Edward J. Noble, board chairman.

Kintner who, in his new post, is said to be the youngest president of a national broadcasting network, joined ABC in 1944 following his discharge

(*Continued on page 2*)

Seeks Indefinite Run For 'Battleground'

Because of the promotions being accorded by M-G-M to the distribution of "Battleground," attorneys for the company in Chicago yesterday filed an application with the U. S. District Court in that city for permission to license the picture on a run of indefinite duration for its first-run Loop showing in Chicago. "This is the first time M-G-M has made such an application on any picture," it was stated here yesterday by the company, which said all first-runs could bid.

Admission Tax Cut Is Low on Treasury List

Other Industries Given Priority by Department

WASHINGTON, Dec. 29.—Reduction in the Federal admission tax has rather low priority on the Treasury Department's list of desirable excise tax cuts, it was learned here today.

This does not mean that reduction in the admissions tax will not be recommended by the President, nor that a cut will not be made by Congress even if the President does not recommend it. But it does underline the warning issued yesterday by Council of Motion Picture Organization's tax committee chairman Abram F.

(*Continued on page 4*)

Paramount is Reorganized

Having completed its reorganization, Paramount Pictures is now "ahead of the field" in the new pattern of industry operations which, in all likelihood, will require a separation of production and distribution from exhibition by other companies, Barney Balaban, president of the new production-distribution company, told employes in an address from his office which reached 50 points in the U. S.

(*Continued on page 2*)

FCC Fails to Act on Para. Radio Switches

WASHINGTON, Dec. 29.—Federal Communications Commission today refused to decide immediately whether Paramount can transfer to United Paramount Theatres the two Chicago radio stations it controls through Balaban and Katz and the New Orleans station controlled through Paramount-Richards.

Paramount said that these transfers were "involuntary" and pursuant to a court decree, that they must be made

(*Continued on page 2*)

No Paper Monday

Motion Picture Daily **will not be published on Monday, a legal holiday, in observance of New Year's Day on Sunday.**

Para. Reorganization

(*Continued from page* 1)

and Canada by way of a telephonic hook-up.

He said since Paramount decided to segregate, the U. S. District Court has decided against other defendants in the industry anti-trust suit and "in all likelihood, therefore, we shall not be alone" as a non-integrated company.

Also heard were Adolph Zukor, board chairman of the new corporation; Henry Ginsberg, vice-president and general manager of studio operations, and A. W. Schwalberg, president of the subsidiary, Paramount Film Distributing Corp.

"By Tuesday we will be in business at the old stand, but with a new company, a new kind of company, and in a new era in our industry," Balaban said.

In Operation Jan. 1

Actually, the two new Paramount companies began their separate operations on Jan. 1. He said as a result of planning as far back as 1948, "it is no accident that we face 1950 with an aggregation of product in which each picture can stand on its own merits and make the grade as a 'Box-Office Champion'."

Zukor said, "We face a new future and I am happy to be able to say that we can face it with every confidence that we shall move forward to new heights of achievement." Zukor also paid tribue to the "incalculable contribution" which Balaban has made to the corporation.

Ginsberg said that unsettled world conditions presented economic problems relating to production and while these have not been completely solved, "we believe we have met them fairly successfully and we are hopeful that their impact on our future operations will be less forceful." Ginsberg also expressed confidence that "we can fulfill the hopes and anticipations of our distribution department for the forthcoming season."

Schwalberg claimed Paramount has the "greatest sales team in the industry." He cited, too, "the hardest-hitting and most brilliant ad-publicity department in the business, under the leadership of Max Youngstein."

Transcriptions of the program were made with an introduction by George Weltner, president of Paramount International Films, and will be sent to all foreign branches.

Studio Activity Halts While Executives Address Personnel

HOLLYWOOD, Dec. 29.—Paramount studio activity ground to a full stop at 12:55 P.M. today as more than 2,000 employees constituting the entire payroll gathered at three designated locations on the lot to hear company executives' addresses on a closed circuit phone hookup.

Personal Mention

ARTHUR W. KELLY, United Artists vice-president, and MRS. KELLY, left here yesterday by plane for Mexico City.

•

STANLEY MARKHAM, of M-G-M's studio transportation department, is in New York from the Coast for a vacation.

•

TOM ROGERS of M-G-M's publicity department, and DENISE DARCEL will return here today from St. Louis and Atlanta.

GEORGE J. SCHAEFER, Stanley Kramer Productions general sales manager, is in Hollywood from New York to report on his recent trip to Europe.

•

LOUIS W. SCHINE, Schine circuit vice-president, and MRS. SCHINE, left Gloversville, N. Y., yesterday for a two-week vacation in Los Angeles.

•

LEON BRANDT, Eagle-Lion advertising-publicity director, is in Boston from New York to work on the "Guilty of Treason" opening on Feb. 8.

FCC Delays Action

(*Continued from page* 1)

by Jan. 1, and asked the Commission to approve the license switches, or at least to grant the license switches subject to later reconsideration.

In refusing to decide the issue at this time, the Commission said that it did not understand the consent decree "adjudicated the specific transfers for which application has been made," nor that "the transferor was adjudged liquidated as of Jan. 1." It said it thought the Jan. 1 date had been chosen voluntarily by Paramount.

The Commission declared that a court order does not deprive the Commission of "its responsibilities under the Act to pass on the qualifications of a transferee to be a licensee." It said this was a matter requiring considerable study, that it could not decide by Jan. 1, but would make a decision as soon as possible.

WB Extension

(*Continued from page* 1)

ard Levinson, Warner Brothers attorney, in support of the extension. Levinson stated Warner Brothers have agreed to sell interests in the Mount Oliver Theatre property, but a postponement was necessary in order to give the buyers more time to secure necessary finances. Levinson's affidavit also stated that Harold Theatres, the MacArthur Theatre Corp., Atlantic Theatres and Regent-State Corp., were under negotiation and that more time was needed.

The time extension stipulation was signed by Federal Judges Hand, Coxe and Goddard.

Samuel Marcovici, 76

Funeral services will be held today at Riverside Memorial Chapel, Brooklyn, for Samuel Marcovici, 76, part owner of the Williamsburg Plaza Theatre, Brooklyn, a member of the ITOA of New York, and an exhibitor for 50 years, who died yesterday. The widow, a son, Howard, manager of the theatre, and two daughters survive.

Premiere for Roanoke

Paramount's "Captain China" will have its world premiere at the American Theatre, Roanoke, Va., on Jan. 18, with the return of John Payne, the film's star, to his home town serving as the occasion for a two-day celebration.

'Willie' Opens Today In 3 Miami Theatres

MIAMI, Dec. 29.—Three-theatre world premiere of 20th Century-Fox's "When Willie Comes Marching Home" will be launched here tomorrow with fanfare as Colleen Townsend, star of the picture, takes part in a round of events leading up to the opening. Debut of the John Ford production at the Lincoln, Miracle and Miami Theatres, operated by Wometco, has rivalled the excitement in town for the famed Orange Bowl football game between Kentucky and Santa Clara, which takes place on Monday.

Old Year Dies Early At Company Offices

Most film company home offices here will close early today to give employes a longer holiday weekend. Columbia, Eagle-Lion, M-G-M, RKO Radio, Republic, 20th Century-Fox, United Artists, Universal, Warner Brothers and probably Monogram will close at 1:00 P.M.; Film Classics will close at four. The Motion Picture Association of America was undecided at a late hour yesterday on when it would close. Paramount will keep regular office hours.

Kintner Is Elected

(*Continued from page* 1)

from the Army as a Lieutenant Colonel. Prior to his service in the forces, for which he was awarded the Legion of Merit, he was a reporter, Washington correspondent and co-author with Joseph Alsop of a nationally-syndicated Washington column.

Woods has been president of ABC since its inception as a separate network in Jan., 1942, when it was the Blue Network, following its separation from National Broadcasting.

Henry King to Vacation

HOLLYWOOD, Dec. 29.—With his "12 O'Clock High" and "Prince of Foxes" now getting all-out promotions from 20th Century-Fox, director Henry King will leave here on Jan. 4, accompanied by Mrs. King, on a 30-day vacation tour which will take him to Brazil, Argentina, Mexico, Panama and Central America. The Kings will fly to New Orleans from where they will sail on the *S. S. Del Sud* on Jan. 5. The director recently returned from a flying trip to New York.

McMahon 1950 Head Of Labor Committee

Joseph E. McMahon of Republic has been elected chairman of the distributors' committee for labor negotiations and branch operations for 1950, succeeding Clarence Hill who functioned in that capacity during 1949.

Two of the important industry management - labor matters in which the committee engaged this year were negotiations with IATSE on a wage pact for exchange workers and with the Colosseum of Motion Picture Salesmen on a revised contract for that union.

Corey on Video Shows For 'Thelma Jordan'

HOLLYWOOD, Dec. 29.—Marking another Hollywood "first," Hal Wallis announced today that Wendell Corey will make several television appearances in connection with the exploitation campaign for "Thelma Jordon," Paramount release in which he is co-starred with Barbara Stanwyck.

Starr to Broadcast 'Iwo' Debut Tonight

WINS' film commentator Martin Starr will "M.C." the proceedings at the premiere this evening of Republic's "Sands of Iwo Jima," starring John Wayne and John Agar, at the Mayfair Theatre here.

Close Variety Clubroom

CHICAGO, Dec. 29.—The Variety Club, Tent No. 26, will close its club rooms at the Sheraton Hotel on Jan. 1.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
GENE KELLY - FRANK SINATRA
BETTY GARRETT - ANN MILLER
"ON THE TOWN"
JULES MUNSHIN - VERA-ELLEN
Color by TECHNICOLOR
A Metro-Goldwyn-Mayer Picture
THE GREAT CHRISTMAS STAGE SHOW

Cecil B. DeMille's masterpiece
Samson and Delilah
Color by TECHNICOLOR
HEDY LAMARR • VICTOR MATURE • GEORGE SANDERS
ANGELA LANSBURY • HENRY WILCOXON
Paramount only RUSS CASE & ORCH.
PARAMOUNT • RIVOLI B'WAY AT 49TH TIMES SQUARE

Tyrone Power - Orson Welles - Wanda Hendrix
in
"PRINCE OF FOXES"
Twentieth Century-Fox
On Stage—VIC DAMONE
and other big acts.
ROXY 7th Ave. & 50th St.

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Rogers Wins Western Box-Office Poll

The Top Ten box-office "Money-Making Stars" of 1949 in the field of Westerns follow, in the order of exhibitor selection:

Roy Rogers, Gene Autry, George (Gabby) Hayes, Tim Holt, William Elliott, Charles Starrett, William Boyd, Johnny Mack Brown, Smiley Burnette and Andy Devine.

Bob Hope Is No. 1

(*Continued from page* 1)

"Sorrowful Jones" running up record grosses during 1949, he soared to No. 1 spot in both the circuit and independent divisions of the poll. He earned the same eminence in the Canadian tally.

Two stars make their first appearance in Top Ten company this year. They are John Wayne, in fourth place, and Esther Williams in eighth. There were no first-timers in the 1948 list.

Clark Gable, all-time record holder with Top Ten listing in 15 of the 18 annual polls, again is present.

Bing Crosby, who made poll history by holding No. 1 position for five consecutive years, is second in the 1949 finals, his 10th appearance on the list.

Comedy Team in Third Place

Abbott and Costello, the only acting team that ever won first place in the poll (1942), finished third in the 1949 balloting, as they did also in 1948. This is the fifth time they have won leadership placement.

The arrival of John Wayne in the Top Ten group is a clear case of cause and effect, for the Wayne popularity sky-rocketed in 1949 in a fashion not paralleled in modern times. Following the success of "Red River," released late in 1948, film companies for which he had worked during the preceding decade raced to market with reissues of his earlier pictures.

Gary Cooper, voted fifth place in the 1949 poll, makes his 11th appearance among the money-making champions.

Cary Grant, sixth on this year's list, made theatre turnstiles spin like windmills in "I Was a Male War Bride," and in a considerable number of reissued pictures distributed by various companies.

Betty Grable, down from second place in 1948 to seventh in 1949, is the only glamour-type star who ever headed the Top Ten list (1943).

Esther Williams, making her first Top Ten appearance this year in eighth place, had narrowly missed inclusion in the 1948 listing, having finished eighth in the independent division of the poll and 11th in the combined vote.

Humphrey Bogart makes his seventh consecutive appearance among the Money-Making Stars, ranking ninth.

Gable in List Since '32

Clark Gable, the only star on the 1949 list who appeared also among the Top Ten voted leadership in the first *Motion Picture Herald-Fame* poll, 1932, went out to his seemingly perpetual public during 1949 in "Command Decision" and in "Any Number Can Play."

Canadian exhibitors differed with their American neighbors only slightly, and indicatively, in naming their Top Ten. They included Clifton Webb and Danny Kaye and omitted Humphrey Bogart and Clark Gable.

On the distaff side, Canadian exhibitors elected Esther Williams and Betty Grable to positions number six and seven, respectively, and then placed Ingrid Bergman, who did not appear in this year's Top Ten listing in the American voting, in 10th place in the Canadian polling.

Like their cousins on this side of the border, the Canadian showmen voted Hope and Crosby into the one-two positions. Last year they selected Bing for the number one spot, while the clownish Hope held down the number five spot. Others who were voted from third to 10th place in the polling included: Gary Cooper, number three; Abbott and Costello, fourth place; Clifton Webb, fifth; Miss Williams and Miss Grable, sixth and seventh place; Cary Grant, in the number eight position; Danny Kaye in the ninth spot, and, finally, in the number 10 position, Miss Bergman.

In the circuit and independent voting of American showmen it is interesting to note that the independent exhibitors found the comedy team of Abbott and Costello much more profitable at the box-office than did the circuit operators. In the independent voting they took second place while in the circuit listing they were ranked seventh, resulting in a third position in the combined voting. In the independent voting Randolph Scott and James Stewart both came in for mention but failed to make the Top Ten listing of the circuit or combined listings.

There were no changes of personnel in the 1949 listing of the Top Ten Western Stars, and only slight shifting of postions. Roy Rogers and Gene Autry again run one-two, respectively, with George ("Gabby") Hayes moving up from fourth to third, Tim Holt up from ninth to fourth and William Elliott to fifth from third. Charles Starrett is up from 10th to sixth, William Boyd dropping from fifth to seventh, Johnny Mack Brown repeating in eighth place, Smiley Burnette running ninth and Andy Devine holding down the final position.

Following the Top Ten, the next 15 "Money-Making Stars" in the combined vote of circuits and independents follow: James Stewart, Randolph Scott, Red Skelton, Clifton Webb, Loretta Young, June Allyson, Alan Ladd, Roy Rogers, Dan Dailey, Olivia de Havilland, Robert Mitchum, Claudette Colbert, Gregory Peck, Spencer Tracy, Jane Wyman.

The next 15 selected by the circuits follow: Cary Grant, Red Skelton, Humphrey Bogart, June Allyson, Clifton Webb, Loretta Young, Roy Rogers, Alan Ladd, Van Johnson, Marjorie Main, Dan Dailey, Gregory Peck, Gene Kelly, Claudette Colbert, Olivia de Havilland.

The independents picked the following as the next 15: James Stewart, Clifton Webb, Loretta Young, Red Skelton, Dan Dailey, Olivia de Havilland, Randolph Scott, June Allyson, Robert Mitchum, Alan Ladd, Spencer Tracy, Jane Wyman, Claudette Colbert, Doris Day, Roy Rogers.

Review

"The Great Rupert"

(*Eagle-Lion*)

JIMMY DURANTE, his "schnozzola," piano style, infectious cackle and other trade accoutrements manage a nice bit of rescue work in "The Great Rupert." They save a modestly-budgeted and proportioned sugar-coated comedy from being downright tedious—and they save it handsomely. Not that Jimmy, the picture's star, is at his supreme best in this George Pal production, for, although he puts his usual zest into a story whose premise is that lots of money is the key to happiness, the raucous comedian appears to be vaguely miscast as the head of the down-at-the-heels family of unemployed acrobats—daddy, mama and pretty daughter—upon which a trained squirrel showers sudden wealth from the rafters of the garage that has been converted into a home.

A silly plot, indeed! But our guess is that it is the sort of thing that will go over big with family audiences. And Jimmy's name on the marquee should guarantee gratifying business.

The youngsters will be captivated by the antics of Rupert the squirrel who, separated from his trainer, shoves each week out of his rafter nest $1,500 in bills that are tucked in there through a baseboard hole by a bank-hating landlord whose house is adjacent to the converted garage. Jimmy and his family, convinced the money was sent from heaven in answer to their prayers, have a great time spending and living in the garage in high style. Meanwhile, romantic complications set in for the landlord's son (Tom Drake) and Jimmy's daughter (Terry Moore). Finally, tax collectors and the FBI, suspicious of Jimmy because of the unexplained windfall of wealth, come to take him into custody. But a house fire and Jimmy's bent for helping others provide a happy ending for everybody concerned.

Irving Pichel directed, from a screenplay by Laszlo Vadnay, based on a story by Ted Allen. Additional dialogue was contributed by James O'Hanlon and Harry Crane. Jimmy sings a couple of ditties by Fred Spielman and Buddy Kaye. Rounding out the cast are Frank Orth, Sara Haden, Queenie Smith, Chick Chandler, Jimmy Conlin and others.

Running time, 86 minutes. General audience classification. Release date, not set.

CHARLES L. FRANKE

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

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B'way. Crowds

(*Continued from page* 1)

three and four abreast, for the length of nine city blocks.

The end of the line shortly before noon yesterday was approximately one-half mile and three and one-half hours from the Music Hall's entrance. Extra police were stationed at short intervals along the line to keep the crowd in order. They estimated those standing in the line numbered 10,000. Another 1,000 were off the streets, waiting in the Music Hall's huge main foyer for admittance. Inside the theatre proper was a capacity audience of 6,200.

An elderly woman with two small children nearing the box office in early afternoon told a reporter they had joined the line three hours earlier. They had before them at least another 30-minute wait before being admitted to the theatre.

Line Forms at 5 A.M.

Yesterday's line started forming at 5 A.M., according to theatre employes. It was mid-afternoon before it had shortened to a length of three blocks. Showmen observers who witnessed it said they had never seen anything like it. Many were of the opinion that it established a record for length of waiting lines for a theatre anywhere, any time.

M-G-M's "On the Town" is the Music Hall's screen attraction with the Hall's annual Christmas stage show, "The Nativity," highlighting the stage attractions. The theatre is running five complete shows daily; the feature picture showing six times, the first at 8:00 A.M., the last at 10:18 P.M. With regular admission scales prevailing, yesterday's gross was estimated at $24,000, believed to be a week-day record for the house. Gross for the week is expected to approximate $175,000, a new Music Hall record. The program starts its fourth week with approximately $480,000 already in the till.

'Samson' Also Draws Lines

Similarly, at the Paramount and Rivoli theatres, housing "Samson and Delilah," capacity crowds and long lines have been the rule throughout the week. Combined gross for the picture at the two theatres for opening week is close to $200,000, a new Broadway record for a single picture. The Paramount grossed $130,650; the Rivoli, $68,910. Combined seating capacity of the two theatres is less than that of the Music Hall and approximately the same as the Roxy, but is playing at advanced admission scales.

At the Roxy, 20th Century-Fox's "Prince of Foxes" completed its first week yesterday with a gross in excess of $160,000. Yesterday's gross was estimated at $24,000. Two records for the theatre were broken during the week; the largest holiday gross in the theatre's history was established last Monday with $30,609, and Wednesday's gross of $26,200 established a new Wednesday high for the house. Vic Damone heads the stage show at the Roxy, where regular admissions for the five daily shows are in effect.

The Capitol, with M-G-M's "Adam's Rib" and a stage show, will gross an estimated $112,000 for the week. Long waiting lines prevail there, too, where regular price scales and five shows daily also prevail.

Business at other Broadway houses, while less sensational, is generally excellent; many having continuous holdouts throughout the day and into the evening.

11,000 Standees at Music Hall Form Half-Mile Line

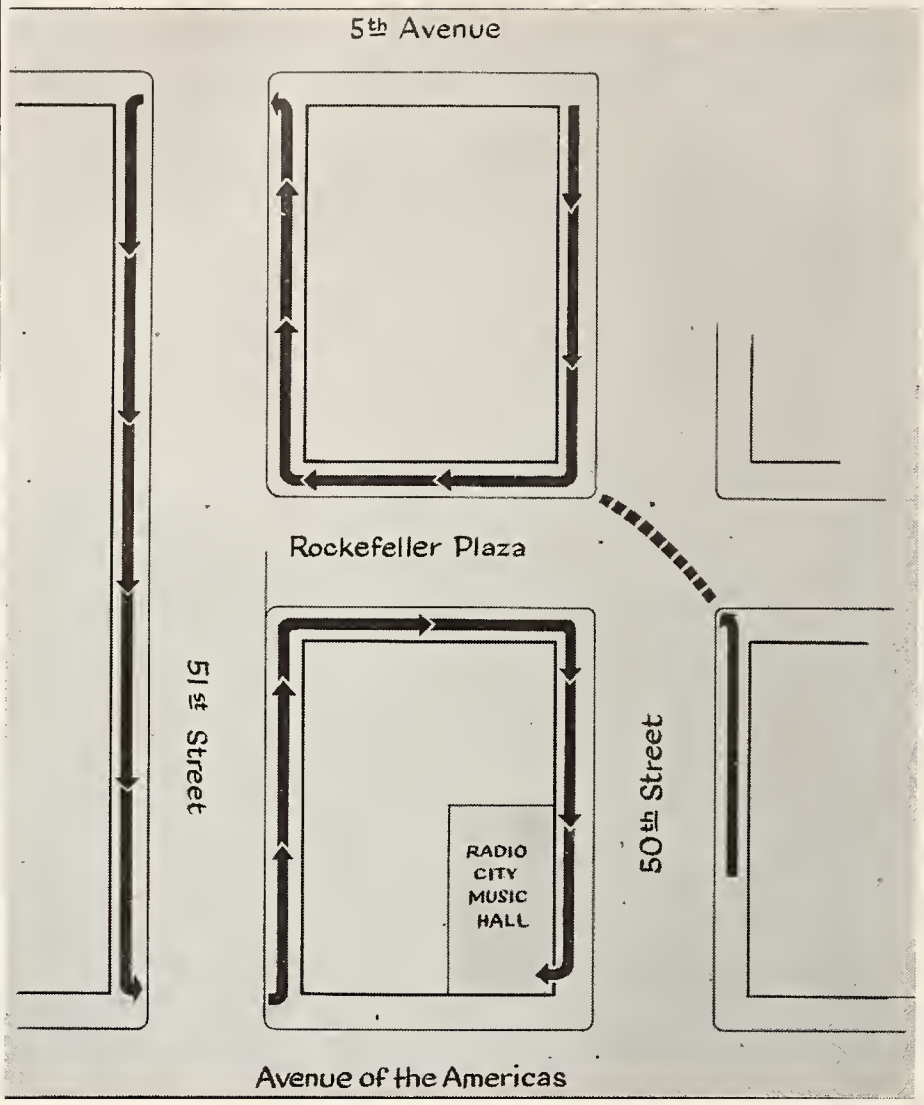

DIAGRAM above illustrates the nearly half-mile long waiting line of patrons of Radio City Music Hall at mid-day yesterday. The line stretched back from the theatre entrance at 50th Street and Sixth Avenue one block to Rockefeller Plaza, around the corner on that thoroughfare to 51st Street, thence back to Sixth Ave., where it crossed the street, stretching back two blocks to Fifth Avenue, re-crossing to the South side of 51st Street; thence a block on 51st to the East side of Rockefeller Plaza, around the corner back to 50th Street, on 50th Street back to Fifth Ave., with the vanguard waiting on the South side of 50th St. for the end of the line to move from Fifth Ave. to Rockefeller Plaza on the South side of 50th St. to join it there. Showmen believe it to have been the longest waiting line in theatre history. Police estimated it numbered more than 10,000 people, who had a three to four-hour wait for admission.

Advance Scale at Loop's New Year Eve Shows

CHICAGO, Dec. 29.—New Year's Eve celebrations and midnight shows will prevail at all Loop houses and the majority of outlying theatres. Loop scales are $1.80 after five P.M. at all Balaban and Katz's houses except for the Chicago, where the price is $2.00, as is the Oriental. The Woods is charging $1.80 after 5 P.M., with the RKO Palace and Grand asking $1.20 from 1 P.M. to 8 P.M., and $1.50 thereafter.

Admission tilts in the outlying houses vary to a $1.50 top at B. and K.'s Marbro, Uptown, Southtown and Harding, all with stage shows.

'Guilty of Treason'

(*Continued from page* 1)

table were Edward Golden, executive producer; Jack Schlaifer, general sales manager of Eagle-Lion Films; Harry Segal, Boston branch manager of Eagle-Lion; Leon Brandt; Leo Broidy, E-L publicity manager, and William Toomey.

Among guests present were Louis Gordon, Edward Canter, Paul Levi, Thomas Fermoyle, Harry Wasserman, Henry Schwartzbert, Richard Dobbyn, Ralph Snider, John Glazier, Arthur Howard, Seth Field, Daniel Finn, Samuel Seletsky, Harry Ziets, Phil Berler, Max Finn, Julian Rifkin, Sam Kurson, Newell Kurson, Chester Stoddard, Jerry Govan, William Sullivan, Theodore Fleisher, Ernest Isreal.

Also Burt Jacocks, Nate Yamins, Larry Newman, Herb Coppelman, Spero Latchis, Herbert Higgins, Ben Rosenthal, John Cooney, Alden Peterson, Arthur Lockwood, Phil Smith, Bill Canning, Abner Eilenberg, Andrew Tegu, Frank MacManus, Jack Giles, Hy Young, Stanley and Louis Rotherberg, Rov Burroughs, Irving Sisson, Bill Savitz, Lloyd Brigham, William Henry and Martin Touhey.

Admission Tax

(*Continued from page* 1)

Myers against industry overconfidence.

An informal list being circulated among Congressmen gives the following priorities from the Treasury Department on excise cuts: Transportation of property, long distance phone and telegraph, transportation of persons, furs, jewelry, luggage, toilet preparations, electrical energy, admissions, cabarets, photographic apparatus and electric light bulbs. The admission tax, in other words, is ninth in a list of 12.

Albany, Dec. 29.—Gov. Thomas Dewey will propose that the U. S. surrender its amusement and gasoline taxes to the states in his annual message to the legislature next week. The heavy Federal tax load, Dewey will charge, makes it almost impossible for the various states to meet their obligations.

This listing also takes on added significance in view of reports that a tax bill proposed by Rep. Forand, Rhode Island Democrat, is finding increasing favor among Treasury officials and Congressman. Forand's bill cuts practically all excises except the levy on admissions.

The Treasury list and the increasing attention being given the Forand Bill indicate that the industry must make an uphill fight to win reduction in the admission levy at this session of Congress.

Meanwhile, it was reliably reported that the Treasury has urged the President to recommend to Congress a two-package approach to taxes. One bill would reduce a few excises (probably not including admissions), increase estate and gift taxes, tighten a few tax loop-holes, and increase funds for tax enforcement. The other bill would raise another $2,000,000,000 by increasing corporate income taxes and personal income taxes in the upper bracket. The theory would be that Congress will not do anything about the second bill and the President can push it for the record.

How well the Treasury has sold Mr. Truman will not be known until he reveals his tax plans in his several messages to Congress during the next two weeks.

House Ways and Means Committee Chairman Doughton (D., N. C.), indicated today he was prepared to consider favorably a proposal to tie some excise reduction with tightening tax loopholes and other revenue-raising measures. Doughton said he wanted to hear what the President has to say before committing himself definitely on any plan, and that he would call his committee together early next week to discuss the whole tax situation.

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